

Regular Board Meeting Minutes

Attendees: S. Walker, M. McCarthy, J. Cole, B. Butler, L. Rakvic, J. Young

Guest: Sarah Mary Toss Dallon (prospective board member)

Absent: D. Goldfarb

School Representatives S. Reddick, A. Hamp, J. Whisnant

June 27, 2022

14613 Steele Creek Road , Charlotte NC 28273

Minutes by J. Whisnant

I. CALL TO ORDER - ESTABLISH QUORUM

President S. Walker called the meeting to order at 5:05 pm and established there was a quorum present.

- A. Next meeting: Monday, July 25, 2022
- B. Mission Statement was read by M. McCarthy – Through classical education’s rigor, Unity Classical Charter School will develop intellectually, morally and physically excellent citizens who embrace learning and the desire to serve.
- C. Adoption of Agenda: M. McCarthy motioned to adopt the agenda, J. Cole seconded. Motion carried.
- D. Adoption of minutes from May: S. Walker asked that the minutes be revised to remove public comments and re-visit them for approval at our next meeting.

II. PUBLIC COMMENT

- A. There was one speaker on school safety.

III. REPORTS/ACTION ITEMS

- A. **Treasurer Report** – Dana Goldfarb in absentia/Susan Walker
 1. Key observations: Need 600 students in seats. Good news is we have a sizable waitlist. Still need to stay vigilant. Other risk is personnel.
 2. Need to remain vigilant on spending. Discussion followed. Bottom Line is we are in a good financial position but need to remain cost conscious.
 3. Price of furniture escalated greatly. Discussion followed about possible re-bidding for the third floor.
 4. Mrs. Reddick and team has finalized facility contracts, gym floor maintenance, elevator maintenance, tree maintenance. There are still outstanding items needed from the builder before we can close out the FF&E line on the build. This list was reviewed and discussed.
- B. **Marketing Update** - Jennifer Whisnant reporting for England Simpson
 - Facebook has been our most effective marketing tool in the past 30 days. Across all of our platforms, our impressions (visibility) have reached over 64,000 timelines.

- Organic engagement has increased by 35% throughout most social sites. Other social media accounts have seen engagement growth, but not as much as Facebook/Instagram (META).

There was discussion about discontinuing outside vendor for marketing and bringing it in house. There was also discussion on the effectiveness of Linked In as an advertising platform. J. Cole made a motion to divert all advertising money from Linked in to Facebook and Google. L. Rakvic second. Then discussion rose on how this advertising has only been ongoing for two months at best. Decided to watch this medium for a few more months and then re-discuss if we should continue.

C. Enrollment Update and Discussion – Sheila Reddick

- Enrollment update: We are at 612. S. Reddick reviewed numbers by grade level, new enrollees, returning students.
- Strong waitlist, especially in Kindergarten.

President Walker asked for weekly updates to be provided and shared with the board. Discussion followed.

D. Safety Discussion – Susan Walker

President Walker asked Mrs. Reddick to bring us up to date on school safety.

- We had a safety walk-through by Officer Chidester. Recommendations included: buzz in from outside; intercom system for lockdown, signs to let them know that they are on surveillance, safety doors. Discussion followed. The aforementioned was already brought up by Reddick to our Tech team, so this was good news that the officer agreed with these ideas. In addition, our facilities specialist walks our property and goes different directions, different times, different walks.
- Planning an Officer led training for the entire staff.
- President Walker suggested forming a security committee with members of board and parents (especially PTC representative and possibly All Pro Dads member). A suggestion was made to possibly survey parents on school safety. Discussion followed on how to get more parent involvement with a safety committee plus the possibility of getting a Resource Officer.
- M. McCarthy suggested getting the committee started and have them report back to the board with action items.

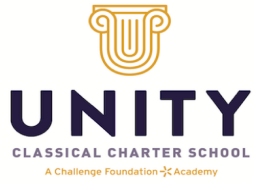
E. Calendar Updates and vote

President Walker opened discussion: The Board asked the administration to add a week of vacation back to spring break. We had a teacher workday and we moved that to Feb. to make that a little short break to help balance out the breaks. Discussion regarding calendar changes followed. M. McCarthy motioned to accept the calendar as presented. J. Cole seconded. Motion carried.

IV. HEAD OF SCHOOL REPORT- Sheila Reddick

1. We have contracted with a lawn service company for the school exterior.

2. A new grant was received from the Outdoor Heritage council for gardening beds, walkway or butterfly house, \$10,000.
3. Received a small grant for cyberbullying and suicide prevention Installing Go Guardian on all computers over the summer, over \$11,000.
4. Need to approve our homeless dispute resolution policy. Part of the McKinney Vento Legislation. This must be approved every year. J. Cole motioned to approve the policy. L. Radkovic seconded. Motion carried.
5. LEA has now been changed to PSU (public school unit). Just a terminology change.
6. Busy Month in June : All Pro Dads end of year skate night party, K step up ceremony. Both events were really well attended. We had a phenomenal field day with lots of parents and volunteers. Ended the year on a very positive note to move into next year.
7. 5th and 6th grade had a hard time coming back into a classroom environment from COVID.....rules, not flexible schedules, talking to someone respectfully face to face (adults and other students). It was definitely a struggle at the beginning of the year and it was nice to see it starting to really come together at the end of the year.
8. 2022 Teacher Working Condition Survey was done by the state. Administered every 2 years. Response rate of 92 % Record response. At Unity, we had 100% participation. Reddick shared some generic highlights from the state.
 - 27 charter schools in the state did not respond.
 - Questions did not feel accurate as a charter school leader. It was suggested to DPI that a separate survey be conducted for charter schools.
 - 87% of respondents were teachers (not a lot of admin).
 - Discussion on key takeaways from the survey followed.
9. We did create a separate survey for all staff and families. Hope to share in the July Meeting. Also got out a transportation survey and already can see we will probably need a third bus.
10. This week we will finalize EOG and Reading information. 3rd grade EOGs are in 70s so they did good. Don't know about other schools at this time.
11. Summer School program is up and running. 4th, 3rd and 2nd graders. If 3rd graders pass read to achieve at the end of camp that will count for growth we believe.
12. End of year check in with the state. So far going well.
13. Staffing: Nine positions open. We are holding another job fair here tomorrow. We are coming back from Professional Development. Doing another Job Fair in July. Discussion followed.
14. This is the last week of 2021-22 school year for the state of NC. As of Friday at 4pm it all shuts down. When come back after July 4th break, everything has advanced to 2022-2023 school year.



V. ADJOURN

M. McCarthy motioned to adjourn the meeting and J. Cole seconded the motion. Motion carried and the meeting was adjourned at 6:58 pm.