



**UCCS Regular Board Meeting
MINUTES for July 25, 2022**

14613 Steele Creek Road, Charlotte NC 28277

*Members present: S. Walker, M. McCarthy, J. Young, J. Cole, D. Goldfarb,
B. Butler, L. Rakvic*

*School Representatives: S. Reddick, A. Hamp, A. Abraham
Minutes by J. Whisnant*

1. **CALL TO ORDER - ESTABLISH QUORUM.** Meeting was called to order by President S. Walker at 5:06 pm. It was established that a quorum was present.
 - A. Next meeting: Monday, August 22, 2022
 - B. Mission Statement – 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. Read by B. Butler
 - C. Adoption of Agenda. M. McCarthy motioned to approve the agenda. B. Butler seconded the motion. Motion carried.
 - D. Adoption of minutes from May and June. M. McCarthy motioned to approve the May minutes. B. Butler seconded the motion. Motion carried. M. McCarthy motioned to approve the June minutes. B. Butler seconded the motion. Motion carried.

2. **PUBLIC COMMENT**
 - a. No Speakers at this meeting.

3. **REPORTS/ACTION ITEMS**
 - a. **Treasurer Report** – D. Goldfarb
 - i. FF&E is our big item right now. Surplus in cash will help get us through. A couple of open items with questions right now: sales tax revenue, line items on expense side. Discussion followed
 - ii. Expenses are coming in under budget. Discussion followed.
 - iii. Transportation for 3 buses a huge line item, came in over budget due to fuel costs. Discussion on use of public school buses followed.
 - iv. Discussion on salaries and hiring costs held with S. Reddick and this has been adjusted to fit new budget.
 - b. **Marketing Update** - Jennifer Whisnant for England Simpson (absent)
 - i. PPC: Slight dip in traffic but 40% increase in conversions Social Ads:
 - ii. Social Ads Key Takeaway:
 1. New conversions come from our employment campaigns, resulting in a 71% increase in goal completions, and clicks to the ‘Indeed’ link on employment page.
 2. Facebook: a steady increase impressions and click rates to website. Continues to be number one platform for marketing.
 3. Twitter: a 29% increase in our click-through rate! Ads will continue increase this.

4. LinkedIn: employment ads implemented which lead to a 33% r impression increase and an 18% increase in clicks.

C. Enrollment Update and Discussion – Sheila Reddick

1. Really looking on target. Calling everyone both current and new lottery parents. Still haven't received all the re-enrollments. Looking at around 640 students. Next week we should have more real numbers.

D. Governance Committee – Bryan Butler and Dana Goldfarb, update on surveys and Head of School and Board evaluations.

Every year we do an evaluation for the head of school and the board. The weight of academic weighted towards Head of School. Financials are weighted toward board. Board members received a spreadsheet on board and head of school; had end of year test results, survey results

Student Test Scores affect both evaluations.

- i. Most recent Star data from the spring was impressive. Outlier was 49 students that didn't take the tests. Flu, Covid . . . it was a challenging year but need tighten this up. Discussion followed. It was noted that there is flexibility for the STAR testing but not for the EOG. 85% of our students scored at or above proficiency. That is a good grade. Discussion followed.
 1. The 2nd statistic is the growth statistic. Students in K ,1st and 3rd scored very well. The 4th through 6th grades did not hit their growth goals. This affects both evaluations. Discussion followed.
 - a. Migrate with additional staff training in core knowledge and singapore math. Already on schedule.
- ii. Board Scores: In enrollment we did not hit our 400 goal. Came in at 366. So we were at 77% which is unsatisfactory. Discussion followed. Budget ended in a surplus which is a proficiency. Fundraising: Proficiency Audit: Proficiency. Board self evaluation: proficient.
- iii. Survey results:
 1. Teacher/Staff. There are 4 sections: Leadership, Management Leadership, community partnership. The scores were lower than what we usually see by about a grade with about 30 respondents.
 2. Parental Survey. How well is school doing? 84% said extremely well. Administration scored well, Negatives were late delivery on building but good news is parents are happy with it. Discussion followed.

3. Final Scores for Board is a low proficient and Head of School received a high meets. M. McCarthy moved to accept evaluations. B. Butler seconded. Motion carried.

2.

E. Safety Committee discussion: Have parents been invited to join a safety committee? Have we reached out to PTC?

- S. Reddick: Meeting with PTC president tomorrow. Parents: Looking for them for input. Discussion followed.
- D Goldfarb: Got a quote for new intercom system of the front; two buzz ins for front door and more cameras in front door. At the vestibule area we have added additional cameras. Upgraded security package should mitigate and offset a lot of our concerns.
- Installing Easy Pass system for dismissal with camera to aid us with registered adults picking up students. Discussion followed.
- S. Walker discussed security breakout session she attended in Wilmington.
 - 95% are people already affiliated with the schools. Point is we have to know our student populations and students' mental health. Discussion followed..
 - Recommended looking at phone apps to communicate with families.

F. NC Association for Public Charter Schools Conference Highlights: Linda, Susan, Marty and Jason.

1. Good conference to network with other schools and leaders.
2. Discussion on conference followed.

4. HEAD OF SCHOOL REPORT- S. Reddick

- Reports to close out past school year are done.
- Grants: Got a sub-award is a federal grant (11,400) the purpose is to aid in our diverse environment. Also received money towards EC and support. Project Lead the Way grant (4,900) was received for STEM to help our stem program
- Survey from staff/teachers received. Based on feedback we are making some modifications.
 - Beginning Teacher groups are being modified. There will be a new beginning teacher group and another group that is new to Unity.
 - Group for our IAs being formed
 - Working to create a workplace where everyone feels safe, welcome and can grow
 - Every Wednesday there is some sort of meeting after school. (Staff, MTSS, etc.)

- New committees being formed: Sunshine Committee, Virtues committee
 - Parent Survey received: Primary feedback focused on school safety.
 - Working on obtaining an intercom system; easy pass cameras, badge system. Aid our staff and parents feel more secure. Discussion followed.
 - August 3 will be our ACTIVE SHOOTER training with CMPD.
 - We are almost done examining STAR and other testing data. Should have EOG data by October. Discussion followed.
 - Reddick took about 5 staff members and an admin team to conference over the summer. Admin side was heavy on the theology of classical education. We took what we learned from that and looked at what we need to see as our non-negotiables. How do we define ourselves as Classical? Discussion on virtues and Socratic method followed. D. Goldfarb and M. McCarthy questioned on Leader in Me and how it would fit. Discussion followed on startup and costs of the Covey method.
 - A. Hamp stated the lesson plans on virtues (I am safe, I am Loving, I am Learning, I am Leading), plus conscious discipline and classical theology will all feed into this. Trying to work with it and incorporate it into our school culture. Discussion continued on how this would look.
 - Master calendar for the 2022-2023 school year is done.
 - Hiring Update: Only have 7 jobs left to fill. We have made four offers. Discussion followed.
5. **ADJOURN** M. McCarthy motioned to adjourn at 7:13 pm. B. Butler seconded. Motion carried and meeting was adjourned.