



Endeavor Board Meeting Minutes: July 22, 2018
2018-2019 Strategic Planning Meeting
1:00 PM
Real McCoys, 3325 Rogers Rd, Wake Forest, NC 27587

Present:

Board Member	Position	Term Start	Term Ending	Present
Jim Hollis Start: June 6, 2016	Treasurer	July 1, 2016	June 30, 2019	No
Charlie Kennedy Start: September 6, 2013	Member	July 1, 2016	June 30, 2019	No
Bill Kroll Start: May 19, 2016	Chair	July 1, 2016	June 30, 2019	Yes
Tracy DeMarco Start: June 15, 2017	Secretary	July 1, 2017	June 30, 2020	Yes
Ashley Hicks Start: June 15, 2017	Member	July 1, 2017	June 30, 2020	Yes
Kim Keith Start: May 25, 2017	Vice-Chair	July 1, 2017	June 30, 2020	Yes
Nick Cerullo Start: March 19, 2018	Member	July 1, 2018	June 30, 2021	Yes
Israa Kanfoud Start: July 12, 2018	Member	July 1, 2018	June 30, 2021	Yes
Jon Fowler Start: July 12, 2018	Member	July 1, 2018	June 30, 2021	Yes

Call to Order:

Bill Kroll

- Bill Kroll called the meeting to order at 1:16 PM.
- Mission Statement: Endeavor Charter School’s mission is to engage K-8 students by integrating a challenging, hands-on academic program with multi-faceted fine arts courses in a familial environment.
- Vision 2018: Endeavor Charter School’s vision is a community of educators and families working together to graduate students who are motivated and curious, capable and confident, and prepared to make a positive impact on the world around them.

Approval of Agenda:

Tracy DeMarco

- Tracy DeMarco moved to adopt the July 22, 2018 Agenda.
 - Ashley Hicks seconded.
 - Motion passed unanimously.

Approval of Minutes:

Tracy DeMarco

- Tracy DeMarco moved to approve the July 11, 2018 Minutes.
 - Kim Keith seconded.
 - Motion passed unanimously.
- Tracy DeMarco moved to approve the July 12, 2018 Minutes.
 - Nick Cerullo seconded.
 - Motion passed unanimously.

Board Expectations:

Bill Kroll

- Bill Kroll discussed the following expectations for Board Members:
 - Board Members must check their Board email accounts regularly and respond to emails within 24 hours.
 - Board Members must attend at least 75% of regularly scheduled Board meetings.
 - Board Members serve three-year terms beginning in July of each year. In January of each year, Board Members will be asked to confirm their intention to continue serving on the Board for the following year. While there is currently no limit on the number of terms a Board Member may serve, the Board has considered adopting a two term limit. The Governance Committee may consider this issue in the coming year.
 - Officers serve one-year terms that run from January to December. There is no limit to the number of terms a Board Member may serve in an officer position.
 - Each Board Member is expected to serve as either an officer or committee chair during his/her tenure on the Board.

Director's Update:

Christi Whiteside

- Christi Whiteside discussed the selection of goals for the School in the 2018-2019 school year:
 - Over the summer, Christi spent time researching expert opinions regarding the best way to set intelligent goals for schools. The literature she reviewed suggested that goals should be set in four categories: Academics, Demographics, Process and Procedures, and Perception.
 - Academics: Christi discussed the challenges to setting realistic academic goals for a student body that is already high-performing. Thinking outside of the box, Christi, Carolyn, and Julie spent time looking at last year's EOG data. They identified, for example, a subset of students who are strong performers in all subject areas, but received lower marks in reading for fiction. Analyzing data on their incoming students, teachers set goals based on opportunities they see for student growth this year. The Administrative team has already scheduled end-of-quarter check-ins with teachers to assess progress toward these goals.
 - Demographics: This goal will focus on increasing an already-strong attendance record for the student body. Susan White will work with children and families who have recurrent unexcused absences.
 - Process and Procedures: In this category, Christi and the Administrative team will take steps to educate parents about the School's new Student Assistance Program Coordinator, Susan White. The team will ensure that parents are aware of the services Mrs. White can provide and understand how to access her.

- Perception: To set this goal, the Leadership team is reviewing the data collected through the end of year survey and teacher working condition survey. The Leadership team intends to set goals based on this data at its next meeting.
- Christi next gave a review and assessment of the School's 2017-2018 goals:
 - The School's main goal was to focus on improving communication between the School and ECS families. Lauren Manfreda took ownership of this task that was previously shared by multiple individuals, coordinating, among other communications, the Friday email blast, all social media, and the ECS website. Consolidating responsibilities to one person resulted in a number of positive changes, including delivering a consistent message and ensuring that information was disseminated in a logical manner. Christi also successfully implemented the Director's blog, where she provides updates on events and issues impacting the School.
 - The ECS 10-year anniversary celebration was a huge success: the School set the Guinness World Record for "Most People Crab Walking." Setting the record was a significant undertaking that brought together the entire ECS community. ECS invited fourteen special guests to serve as the official observers required to certify the record. Each of these individuals had contributed in some way and each was honored to be asked to participate. The observers included:
 - Steve McAdams, Endeavor Charter School Founder;
 - Wake Forest Mayor, Vivian Jones;
 - North Carolina Senator, John Alexander;
 - Mix 101.5's Kyle, Bryan and Sarah from Two Men and a Mom
 - Dave Machado, Director of NC Charter Schools
 - Liz Simpser, YMCA and Town of Wake Forest Commissioner
 - Ross McVeigh, YMCA
 - Paul Davis, NC Department of Public Schools
 - Joel Medley, Director NC Virtual Academy
 - Tom Miller, Leaders Building Leaders
 - Cory Draughon, Charter Success Partners
 - Ralph Whitehurst, Whitehurst Strategic Partners
 - Shawn Southard, Whitehurst Strategic Partners
 - Jeff McCarthy, Mathnasium
 - Nicole McCarthy, Mathnasium
 - Samuel Perrin, Mathnasium
 - The School successfully migrated the Athletic Boosters program under its umbrella for the purposes of finance, management, and limiting liability.
 - The School hired and worked with a new financial management company that has greatly improved the School's financial processes.
 - ECS obtained its first 10-year charter renewal.
 - The School organized a highly successful eclipse viewing experience for the entire ECS family. The event turned into an excellent fundraiser for the School as many parents chose to order eclipse-viewing glasses for themselves and their children through the School.

Development Update:

Lauren Manfreda

- Lauren Manfreda explained that ECS is gaining momentum in creating an active alumni base. This is the second year that the School has published a printed newsletter, and the

alumni update section expanded from 12 former students to 70 providing a report on their accomplishments to the ECS community.

- The Annual Fund will kick-off its third year on July 23, 2018, and Lauren will give a short speech to parents explaining the main purpose of the Fund. This year's goal is to increase participation to 60% of the ECS population which is roughly an 8% increase over family participation seen in the first two years of the Fund.
 - Year 1 – 53%
 - Year 2 – 52%
 - Year 3 – goal is to get to 60%
- Financially, the School has set a goal of raising \$150,000 through the Annual Fund this school year. Generally, half of that amount comes from family donations, and the remaining half is raised through events hosted at the School. This year, the School will not be using Boosterthon for the Fun Run, and the event will instead be managed by the Development Committee, which Lauren leads. While acknowledging the excellent work and enthusiasm Boosterthon brought to the fun run, Lauren explained that the School hoped to be able to retain more of the Fun Run proceeds by running it in-house.
- Lauren recently gave a short presentation for staff to dispel some common misconceptions about the Annual Fund. Among other things, the presentation touched on the following points:
 - The Annual Fund is the most direct way to contribute to the School's income. It helps pay for everything ECS does. This includes absorbing operational expenses so funds are free to improve the School in other ways. For example, over the summer, the Annual Fund made it possible for the School to purchase 27 new computers.
 - More than half of all ECS families give to the Annual Fund. Of those that participated last year, over half gave \$500 or more.
- Lauren asked the Board to help present some of this message to parents, explaining the impact the Annual Fund has on the School's ability to operate.
- Lauren asked the Board to consider setting an over-arching participation goal for Annual Fund so that she can explain to ECS families that the participation goal will increase yearly until it reaches a certain percentage of the population. Lauren believes that announcing a final participation goal will help parents understand why the yearly participation goal continues to increase.

Board Priorities:

Bill Kroll

- Bill Kroll gave a recap of Board Priorities for the 2017-2018 school year. They included:
 - Obtaining the 10-year charter renewal;
 - Refining financial/budget processes with Charter Success;
 - Building a structure for committees;
 - Bringing athletic boosters under the ECS umbrella;
 - Celebrating ECS's 10-year anniversary; and
 - Creating and adopting the new Mission & Vision Statements.
- Bill Kroll next set forth Board Priorities for the 2018-2019 school year:
 - Continue building committees;
 - Create and organize a structure for Board governance and development; and
 - Consider and prepare a long-term plan for ECS growth over the next 10 years.

Structure of the Board:

Bill Kroll & Kim Keith

- The Board discussed reorganizing its four standing committees (Finance, Governance, Community Engagement, and Student Life) into three committees as follows:
 - Governance Committee
 - The Governance Committee is responsible for:
 - Board policies and procedures;
 - HR issues that cannot be resolved at the School's administration level;
 - Board development;
 - Board assessment;
 - Director's assessment; and
 - Legal issues.
 - Tracy DeMarco is chair of the Governance Committee, and Kim Keith and Jon Fowler are members.
 - Finance Committee
 - The Finance Committee is responsible for:
 - Budget vs. actuals;
 - Audit;
 - Long-term investment;
 - Cash management;
 - Assessing pay scale;
 - Reviewing financial statements;
 - Strategic financial planning; and
 - Pension consideration.
 - Jim Hollis is chair of the Finance Committee, and Bill Kroll and Israa Kanfoud are members.
 - Community Engagement
 - The Community Engagement Committee is responsible for:
 - Preparing a 10-year development plan; and
 - Developing and maintaining relationships with stakeholder groups, including, but not limited to:
 - PAWS (one Board Member should be present at each PAWS meeting);
 - ECS Development Committee run by Lauren Manfreda (Nick Cerullo will be liaison);
 - Foundation Board;
 - Stakeholder meetings; and
 - Staff roundtables.
 - Charlie Kennedy is chair of the Community Engagement Committee, and Ashley Hicks and Nick Cerullo are members.
- Bill Kroll explained that Committee meetings, like Board meetings, are subject to the Open Meetings Law. Accordingly, notice of meetings must be posted 48 hours in advance and minutes must be kept.
- The Board discussed recruiting parents and other stakeholders to serve on these committees, and that such service could provide a natural stepping stone to applying for a Board seat.

- To increase transparency and encourage community participation, the Board decided that committees will meet from 6:15 to 7:00 PM before each regularly scheduled Board meeting.

Board Meetings:

Bill Kroll

- Board Meetings for 2018-19
 - Bill Kroll stated that the next Board meeting is scheduled for August 13, 2018.
 - Christi will circulate dates for future Board meetings, stakeholders meetings, Fall Fun Fest, and other Board-attended events.

Additional Items:

- The PAWS luncheon for staff and Board is set to take place at noon on July 24th, and all Board members are encouraged to attend.

Preliminary Agenda for Next Meeting:

- Committee Updates
 - Finance
 - Discuss increase in revenue
 - Governance
 - Discuss goals
 - Community Engagement
 - Fall Fun Fest Booth
 - Development Committee Update
- Director's Update

Adjournment:

- Bill Kroll moved to adjourn the meeting at 4:04 PM.
 - Nick Cerullo seconded.
 - Motion passed unanimously.