

Academy of Accelerated Learning, Inc.

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REGULAR BOARD MEETING MINUTES

DATE: Tuesday, November 12, 2024 **BOARD MEETING**
VENUE: ACADEMY OF ACCELERATED LEARNING DISTRICT OFFICE
5300 N. Braeswood, Suite 8 Houston, Texas 77096

Vice President Douglas called the meeting to order at 2:04 pm. A quorum was established and in attendance were

Board members: Percy Cruzot, James Douglas, Isaac Ledesma, Veda Brown

Absent: Tommy Brooks

Also present were Staff: Brandon Chandler (Superintendent), Martha Bravo, Danetta Lightener, Deordre Adams

Counsel: Marcia Johnson and Lockett A. Johnson;

Financial Consultant: Sandra Smith Gilmore

Vice President Douglas called for a moment of silence.

Percy Cruzot read the AAL Mission, Vision, and Goals.

Board Minutes: Percy Cruzot moved and Isaac Ledesma seconded the motion to approve the minutes of the October 8th board meeting. The motion to approve minutes of the October 8th carried unanimously.

No Parent or Community Resident appeared at the meeting to comment.

EXECUTIVE SESSION:

Executive Session: None

I. REPORTS/DISCUSSION ITEMS

a. Superintendent Reports:

- i. Enrollment for School Year 2024-2025 as of Snapshot Date, October 25, 2024, with Marketing and Social Media Analytics
- ii. Discussion and Update on Bond 2024 Closing
- iii. Facilities Committee Update Regarding Replacement Campus for Bellfort
- iv. Campus Safety & Security Update

b. Financial Reports

- i. Financial Update Based on Snapshot Enrollment
- ii. Review of Comments from TEA Based on the Financial Compliance Division Report for the Year Ended August 31, 2023
- iii. No Changes will be made to the Academy of Accelerated Learning, Inc. Depository Bank of public funds for the 2024-2025 school year
- iv. Budget Reduction Update

c. Governance – Board of Directors

- i. TEA Annual Governance Reporting
- ii. Related-Party Transaction and Fraud Questionnaire for Annual Financial Audit FY2023-2024

Discussion: The superintendent reported that the marketing plan designed to increase enrollment has cost \$22,000 and was successful in increasing enrollment by 16 students at Ashcroft. The superintendent further reported that social media use has increased and there is an increase of overall followers including to the AAL YouTube channel. A video from the marketers was presented to the board.

Dr. Brown asked the superintendent to report on the success or failure of each strategy including door hangers and personal outreach on increasing student enrollment. Mr. Douglas asked what rate AAL is retaining its students. Mr. Creuzot wanted to make sure that all outreach information was presented in both English and Spanish and the superintendent confirmed they are. Dr. Brown emphasized that marketing information is data driven and suggested AAL look to universities and their marketing departments for interns that will help target marketing strategies, especially social media. The superintendent responded that AAL has hired an intern to help in the marketing area.

The Superintendent is also pushing to get name recognition for AAL because it is very important for marketing. TikTok is not a social media platform that can be used by law. Mr. Creuzot wanted to know how Mr. Chandler would grade the marketing team so far and Mr. Chandler gave it a high grade. Mr. Douglas wanted to know how much face-to-face marketing was being done and encouraged the Superintendent to pursue this strategy.

Bellfort Options

The Superintendent provided a breakdown of the Bellfort campus location financial impact on the district. His presentation included six options for the Bellfort campus considering the lease is up next year. The recent survey data from student families shows that busing was not likely because parents would not do it but would rather send their students/children to a closer school. However, Mr. Chandler warned that the survey data is limited. Mr. Douglas wants to know what the minimum number of students necessary for each campus to break even. Mr. Chandler also presented on Savoy campus and strategies moving forward to increase its enrollment.

Additionally, AAL is tracking academic performance expectations and goals for all campuses for the upcoming year (short term) and moving forward all together (long term). AAL team will look at the driving forces for student improvement, engagement, retention and enrollment increases. The middle school is looking at increasing athletic opportunities which will also help to increase enrollment.

As an update on the security systems and overall security at each campus, Ms. Bravo reported that AAL recently upgraded to the RAPTOR systems which require everybody entering the campuses to be checked

in run through a system to make sure they can be on the campus. AAL has also updated all walkie talkies. Ashcroft has no security officers but does have updated security systems and cameras. The fences and gates have been repaired and replaced at the Bellfort Campus. The principals provided an overview of the safety status and issues around their campuses.

Sandra Smith presented the first budget amendment. A breakdown of the function code budget changes are reflected. The board of directors wants to make sure that race and ethnicity are not a factor in making any personnel decisions especially when looking at any changes due to the budget amendments.

Dr. Brown asked whether we have corporate sponsorships especially with athletic teams; if not, she suggested we need to pursue and designate a point person. AAL currently does not have corporate sponsorships but are open to looking at ways to explore that market.

The financial team provided an overview of potential investments that AAL could invest in that will help the overall budget and fiscal positions of the district. Mr. Creuzot opined that enhancing academics would increase positive parental response and increase expectations for academic standards as well to move the district in the appropriate direction. Mr. Douglas wants AAL to increase recruitment efforts as soon as possible before the ISDs start their recruiting cycles.

TEA needs an action plan due to a more than 10% variance from the 21-22 school year. The depository bank will stay the same. Mr. Creuzot wants a balance sheet at each meeting.

ACTION ITEMS

- a) Motion to approve the first Budget Amendment for Fiscal Year 2024-2025 by Mr. Creuzot seconded by Mr. Ledesma. Motion unanimously approved.
- b) Motion to Review and Adopt Goals in Early Childhood Literacy and Math Required by House Bill 3 by Mr. Creuzot seconded by Mr. Ledesma. Motion unanimously approved.
- c) Motion to approve and adopt Board Policy Module: Fiscal by Mr. Creuzot seconded by Mr. Ledesma. Motion approved. 3-0-1. Dr. Brown abstained

Motion by Mr. Creuzot and seconded by Mr. Ledesma to adjourn the meeting was unanimously approved and meeting adjourned at 4:14 p.m.



James Douglas, Board Vice President
Academy of Accelerated Learning, Inc.

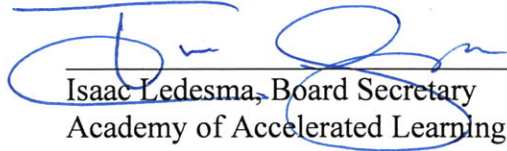
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CERTIFICATE

I certify that these minutes reflect the business of the Board of Directors of the Academy of Accelerated Learning, Inc. For the board meeting held on Tuesday, November 12, 2024.



James Douglas, Vice President
Academy of Accelerated Learning, Inc.



Isaac Ledesma, Board Secretary
Academy of Accelerated Learning, Inc.