

Academy of Accelerated Learning, Inc.

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REGULAR BOARD MEETING MINUTES

DATE: Tuesday, December 10, 2024 BOARD MEETING

**VENUE: ACADEMY OF ACCELERATED LEARNING DISTRICT OFFICE
5300 N. Braeswood, Suite 8 Houston, Texas 77096**

President Brooks called the meeting to order at 2:00 pm. A quorum was established and in attendance were

Board members: Percy Creuzot, Isaac Ledesma, Tommy Brooks

Absent: Veda Brown and James Douglas

Also present were Staff: Brandon Chandler (Superintendent), Martha Bravo, Kayla Vaughn

Counsel: Marcia Johnson and Luckett A. Johnson;

Other: Sandra Smith Gilmore

President Brooks called for a moment of silence.

President Brooks then read AAL Mission, Vision, and Goals.

Board Minutes: Percy Creuzot moved, and Isaac Ledesma seconded the motion to approve the minutes of the November 12th board meeting. The motion to approve the November 12th carried unanimously.

No parent or community resident appeared at the meeting to comment.

No executive session was convened.

I. REPORTS/DISCUSSION ITEMS

a. Superintendent Reports:

- i. Review Marketing Plan for AAL
- ii. Update on Facilities and Campus Safety (Bravo)

b. Financial Reports

- i. 2022-2023 Charter FIRST (Financial Integrity Rating System of Texas) Public Hearing
- ii. AAL Financial Review/Report Update

iii. Update on status of annual Audit with McConnell & Jones

Discussion: The Superintendent reported that AAL is working with an intern from the University of Houston's undergraduate program who will help develop a marketing plan for the district. Superintendent then presented the current Marketing and Advertising Plan to the board. Mr. Brooks responded that he would like each of the members of the board and staff to join different social media platforms and like the school district's different social media pages and posts moving forward.

The superintendent presented a slide show that was developed by Grow Schools that provided an overview of their enrollment marketing summary and strategy. Mr. Brooks asked the superintendent where the district's Key Performance Indicators are stored, stating that it is the type of information that could encourage parents to enroll their students in AAL schools. Mr. Brooks also asked what the return on investment was on hiring of Grow Schools for their marketing performance. The Superintendent's assessment is that the Grow School contract was high considering the return of investment. Mr. Brooks asked whether Grow Schools met their goals and hit every aspect of the scope of performance. Mr. Chandler reported that the central goal is to increase enrollment by hypertargeting to reach the exact demographic for advertisements. The specific goals had not been reached. He also reported that the district had been in contact with Fox for marketing, however, their cost was too expensive.

Mr. Creuzot suggested the district focus on each school as well as the overall school districts ratings because that will be the number one driving force for parents and students when it comes to marketing and growth. Mr. Ledesma requested test scores be specifically attached to teachers for the board's information and evaluation. Mr. Ledesma also wants to know whether the district maintains the appropriate staff to make the type of improvements that are necessary to get where the school wants to be, including teachers. He asked whether the district should be recruiting teachers. Mr. Chandler responded that he would provide district, school and teacher performance to monitor district efficiency and staff proficiency. He reported that currently the T-TESS method is being used by Principals to gauge teacher performance and accountability.

The Savoy fence has been installed, and the electrician is expected to complete his work by Dec 11, 2024. The homeless loitering has been and will continue to be monitored in the area. The district has reached out to the adjacent property owner as well as to law enforcement to try and develop community support in keeping homeless persons from near the school. The Ashcroft campus has two officers, where Bellfort and Savoy have only one officer at each campus. There are security cameras and security locks at each campus. The board will consider recording future board meetings in an effort to minimize errors in minutes.

The Superintendent presented the Charter First Rating Review for the campus. The district rated a score of 79 which is based on the 2022-2023 academic year. Mr. Chandler provided an overview of the indicators and where the district passed and bases for points review. 79 is a C rating that Meets Standard.

Significant documents and data were submitted to the auditors before the Thanksgiving break and additional items were submitted as requested after the holiday break.

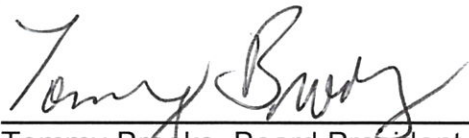
Board members present requested the superintendent let them know why the balance sheet reflects a drop in funds from \$9,366,738 to \$5,146,703.

ACTION ITEMS

- a) Motion to approve and adopt Board Policy Module: Special Education by Mr. Creuzot seconded by Mr. Ledesma. Motion unanimously approved.

Discussion: This policy is to help ensure that AAL is following the laws in this area and govern the actions of the district.

The motion by Mr. Creuzot and seconded by Mr. Ledesma to adjourn the meeting was unanimously approved and meeting adjourned at 3:10 p.m.



Tommy Brooks, Board President
Academy of Accelerated Learning, Inc.

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, December 10, 2024.



Tommy Brooks, President
Academy of Accelerated Learning, Inc.



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