



MINUTES/NOTES

Meeting: Eau Claire Virtual School Governance Board

Date: 02.18.25

Time: 4:45 pm

Location: 500 Main Street, Eau Claire, WI 54701 Rm 101

Attendees:

Jason Schmitz	Susan Kishel	Suzy Slota	Adam Pettit
Cole Pankratz	Nicole Brynelsen	Lillian McRaven	Dan Drescher

Guests:

Kurt Madsen

Notes:

Approval of Minutes: Lillian moved to accept the minutes of the January meeting, and the motion was seconded and approved. Nicole pointed out a spelling error in her last name in the minutes, which was noted for correction.

Motion to Accept Minutes: Lillian moved to accept the minutes of the January meeting. The motion was seconded and approved without opposition.

Correction Noted: Nicole pointed out that her last name was spelled incorrectly in the minutes. The correction was noted and will be amended.

Board Structure and Voting: The team discussed the need to vote on the board structure and the number of board members. They decided to postpone the vote to the next meeting to allow for transparency and public input. Sarah Hackett from the Wisconsin Resource Center provided legal advice, recommending a board of five members to ensure quorum.

Legal Advice: Sarah Hackett from the Wisconsin Resource Center provided legal advice, recommending a board of five members to ensure quorum. She emphasized the importance of having a lawyer's advisement before making structural changes.

Postponed Vote: The team decided to postpone the vote on the board structure and the number of board members to the next meeting to allow for transparency and public input.

Emergency Voting: Sarah mentioned that in case of an emergency issue of not having a quorum, the board could still vote with the current members present, but roles could not be assigned until the framework is developed.

Public Posting: It was discussed that any decision to change the board size should be posted publicly to allow for any objections or concerns from the public.

Board Member Roles and Representation: The team discussed the importance of having diverse representation on the board, including parents, community members, and district employees. They considered the possibility of having five voting members with a maximum of two district employees and at least one parent or former student.

Diverse Representation: The team emphasized the importance of having diverse representation on the board, including parents, community members, and district employees.

Voting Members: They considered having five voting members with a maximum of two district employees and at least one parent or former student.

Non-Specific Roles: It was suggested that while specific roles should not be mandated, it would be beneficial to have representation from various sectors such as non-profits, community organizations, and business sectors.

Parent Representation: The team agreed that having at least one parent on the board is paramount to ensure parental representation.

Term Limits and Staggered Terms: The team discussed the need for term limits and staggered terms for board members to ensure continuity and avoid having all positions up for election at the same time. They considered having three-year terms with staggered start dates.

Term Limits: The team discussed the need for term limits to ensure continuity and avoid having all positions up for election at the same time.

Staggered Terms: They considered implementing staggered terms with three-year durations to ensure that not all board members' terms end simultaneously.

Volunteer Accountability: It was noted that while term limits can be set, volunteers cannot be held accountable if they choose to leave before their term ends.

Marketing Plan: Adam and the team discussed the marketing plan for the virtual school, including the use of social media, emails, and potential commercials. They decided to work with WEAU for a more robust marketing strategy.

Marketing Strategy: Adam and the team discussed enhancing the marketing plan for the virtual school, including the use of social media, emails, and potential commercials.

WEAU Partnership: They decided to work with WEAU for a more robust marketing strategy, leveraging their extensive reach and demographic data.

Previous Efforts: Previous marketing efforts included billboards and postcards, which were deemed insufficient.

Target Demographics: WEAU will help target specific age demographics and communities to increase school enrollment.

Meeting Location and Access: The team decided to hold future meetings in the current room (123B) and discussed providing badge access to non-district members for easier entry.

Future Meetings: The team decided to hold future meetings in room 123B due to its convenience for virtual meetings.

Badge Access: They discussed providing badge access to non-district members to facilitate easier entry into the building for meetings.

Graduation and Important Dates: The team discussed the upcoming graduation ceremony on May 21st and the importance of board members attending. They also mentioned the next board meeting date on March 25th.

Graduation Ceremony: The team discussed the upcoming graduation ceremony on May 21st and emphasized the importance of board members attending the event.

Next Meeting Date: The next board meeting was scheduled for March 25th, and the team ensured everyone was aware of the date.

Report Card Consistency: Nicole raised a concern about the inconsistency in the appearance of report cards from

different schools, which caused issues with her insurance company. The team agreed to look into making the report cards more consistent.

Inconsistent Report Cards: Nicole raised a concern about the inconsistency in the appearance of report cards from different schools, which caused issues with her insurance company.

Resolution Plan: The team agreed to investigate the issue and work towards making the report cards more consistent to avoid future problems.

Follow-up tasks:

- Board Size and Structure: Send an email to all board members to clarify their desire to be a voting member and their interest in specific positions. (Jason)
- Board Size and Structure: Include the discussion and vote on the board size and structure in the agenda for the next meeting. (Lillian)
- Board Size and Structure: Request Jessica to join the next board meeting to provide guidance and answer questions. (Jason)
- Board Size and Structure: Review and confirm the bylaws regarding ex officio members and their roles. (the team)
- Board Size and Structure: Prepare a draft of the updated bylaws for the board size and structure for the April meeting. (Jessica)
- Board Size and Structure: Provide the demographics of the current board members, including term expiration dates. (the team)
- Marketing Plan: Obtain and review the specific number of students from each community. (the team)
- Marketing Plan: Include the marketing plan update from WEAU in the agenda for the next meeting. (Lillian)
- Report Card Consistency: Send a screenshot comparison of the report cards from North High School and ECVS to address the consistency issue. (Nicole)