

MINUTES/NOTES

Meeting: Eau Claire Virtual School Governance Board

Date: 10.15.2024

Time: 4:45 P.M.

Location: District Office – Room # 101

Attendees:

Catalino Rodriguez	Lillian McRaven	Suzie Slota	Adam Pettit X	
Susan Kishel X	Jason Schmitz X	Joy Adams X		
Dan Drescher X	Cole Pankratz	Nicole Brynelson X		

Guests:

Kurt Madsen

Notes:

- **9.17.24 Approval of Minutes –**
 - **Motion by Dan Drescher- to approve the minutes from September 2024, Second by Joy Adams**
- **School Report – Kurt Madsen**
 - 143 Students currently enrolled, slightly down from 151 for various reasons
 - 38 Seniors
 - 43 Juniors
 - 19 Sophomores
 - 10 Freshman
 - 10 - 8th Grade
 - 6 - 7th Grade
 - 3 - 5th Grade
 - 2 - 4th Grade
 - 1 - 3rd Grade
 - 1 - 2nd Grade
 - 0 - 1st Grade
 - 3 – Kindergarten
- Kurt and Kaying Xiong working together on learning process of operating Virtual School
- It's evolving, the goal is to be similar to Appleton's Wisconsin Connections Academy
- WCA has 18 staff members (not necessarily full-time to VS) and 800+ students
- Jan 1st Act 20 takes effect – figuring out how to comply with ACT 20 as it relates to ECVS
- Students with 20+ missing assignments are considered in Failure to Participate status. Last Spring it created a lot of anxiety for students. To alleviate that, reports get run weekly in which the information about students gets analyzed to determine if they need to meet with counselor for a Problem-Solving Team Meeting. The PSTM has been helpful assisting students and families to avoid FTP status.

- Adam P. will contact Pearson to see if cumbersome process for reports can become more automated

- **Family Advisory Council (FAC) Update**
 - Mostly referendum info session

 - One of Kurt's goals this year is to do a cost analysis of an a la carte option with Pearson instead of a full curriculum requirement

 - Currently, Pearson is \$4200/student for full curriculum even if student is only taking a couple classes. District receives \$9800(ish)/student so that may leave some options available to do a la carte curriculum instead of full

 - FAC voted in new chairpersons, as well

- **Marketing Plan**
 - Same budget as last year

 - Billboards are not super effective and expensive

 - ECVS Facebook Page is gaining followers with 300

 - Hoping to utilize more of social media presence/advertising

 - YouTube video/ad was brought up

 - Cole may be looking into making a video for ECVS

 - Joy Adams mentioned ECVS is not on Pearson's list of WI Virtual Schools on Pearson's website-not sure why

- **Update Bylaws**
 - Kurt suggested having one meeting to discuss any bylaw changes-no date

- **Future Agenda Items**
 - Public Comment
 - Approval of Minutes
 - School Report/FAC update
 - September meeting – Tuesday, November 19th
 - Location: District Office Room #101