

MINUTES/NOTES

Meeting: Eau Claire Virtual School Governance Board

Date: November 18, 2025

Time: 4:45pm – 5:45 pm

Location: BOE 123B

Attendees:

Nicole Brynerson X	Suzy Slota X	Jason Schmitz X	Adam Pettit X	
Cole Pankratz	Lillian McRaven	Dan Drescher X		

Guests: Holly Stanley, Misti Trowbridge

1. Call to Order

Jason Schmitz called the meeting to order.

2. Roll Call

Attendance taken as listed above.

3. Approval of Agenda

Motion by Suzy Slota to approve the agenda. Motion carried.

4. Public Comment

No public comments were presented.

5. Consent Agenda

a. October Meeting Minutes

Motion by Jason to approve October minutes; second by Suzy Slota. Motion carried.

b. By-Laws

Approved and signed.

c. Expenditures

Approved.

6. Items for Discussion / Action

a. Marketing Quotes

Discussion centered on:

- Shift from broad marketing campaigns due to lack of measurable data
- Current focus on indistrict marketing, word of mouth, and counselor-driven outreach
- Need to research state-wide advertising strategies and define ECVS niche
- Clarification of reasons for selecting specific marketing companies
- Holly will create a flyer for the January 15 ECVS Open House/Orientation
- Discussion on social media management, highlighting staff/students, and gathering ideas
- Testimonials will continue to be used on social media and website

b. ECVS Policy

General discussion.

c. Early Graduation Policy

- Misti explained rationale for ECVS-specific early graduation requirements for students who complete coursework early.
- Discussion included the need for a clear post-secondary plan.

- Suzie asked how often McKinley denies early graduation. Misti shared several at first but improve as students and counselor collaborate to improve outcomes.

d. Grade Acceleration Policy

- Misti provided background for developing the policy.
- Discussed current student cases and pros/cons of acceleration.
- Policy includes a 6 week trial period with criteria.

Motion: Jason Schmitz moved to approve the Early Graduation and Grade Acceleration Policies.

Second: Nicole Brynelson.

Motion carried unanimously.

7. Administration Update

- Enrollment: General update provided.
 - Family Event: Details shared.
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8. FAC Updates

Provided by Nicole. Topics included:

- Questions about the ECVS Report Card
- Concerns regarding district understanding/perception of ECVS
- Comparison to other Pearson users in Wisconsin
- ECVS representation on FACS

Board Updates:

- Lillian McRaven's resignation as Secretary will be discussed at next meeting.
- Misti requested Deb share board-related information with Holly and herself.

December Meeting Agenda Items:

- Terms/future roles for current members
 - Conflict of Interest Policy (electronic PDF signatures)
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9. Motion to Adjourn

Meeting adjourned.