



Reach Cyber Charter School
BOARD MEETING

Pursuant to the Pennsylvania Open Meeting Laws, notice is hereby given to the members of the Reach Cyber Charter School Board and the general public that the Board will hold a meeting open to the public on:

Date and Time:
Wednesday, May 18, 2016 at 9:00 a.m.

Held via teleconference

Below is an agenda of all items scheduled to be considered. Unless otherwise stated, items may be taken out of the order presented on the agenda at the discretion of the Chair.

Reasonable efforts will be made to assist and accommodate persons with a disability. Please contact David Taylor at 717-649-6980.

AGENDA

- I. Call to Order and Roll Call – D. Taylor
- II. Public Comment – D. Taylor

The Board welcomes participation by the members of the public both in-person and telephonically. To address an item on the agenda, before the scheduled start of the meeting, an individual must provide their name and a short description of the agenda item on which they wish to comment to the Chair, along with any materials they want to have distributed to Board. Individuals who wish to address the Board telephonically must contact the Principal or Board President by phone or by email at least twenty four (24) hours before the scheduled start of the Board meeting. If the individual wants to provide any written materials to the Board, these should be emailed to the Principal or Board President at least twenty four (24) hours before the scheduled start of the meeting.

The total time for any individual to present, either in person or via telephone, on an item on the agenda shall not exceed three (3) minutes, unless the Board grants additional time.

Individuals desiring to make a formal presentation to the Board on an item not on the agenda but desiring it be placed on the agenda must provide notice and written submissions detailing the subject of the presentation to the Principal or Board President at least fourteen (14) days prior to the meeting. Any such presentations shall not exceed fifteen (15) minutes in duration, unless otherwise permitted by the Chair.

- III. Routine Business – D. Taylor
 - a. Approval of Agenda
- IV. Executive Session - To consult with attorney in connection with litigation or on issues on which identifiable complaints are expected to be filed (65 PA CSA § 708(a)(4)) – P. Hennessy
- V. Approval of Actions Items Resulting from Executive Session – P. Hennessy

VI. Oral Reports

- a. Update on Facility – R. Graver
- b. Update on Staff Recruitment – R. Graver
- c. Financial Update – K. Helt
 - i. Preparation for Opening of School
- d. Outreach Presentation (attached) – L. Leftrict/S. Pryor

VII. Consent Items

- a. Approval of Minutes from the April 27, 2016 Board Meeting (attached)

VIII. Action Items

- a. Approval of Board Designee to Work with Connections on School Leader Recruitment – R. Graver
- b. Approval of Board President to Work with Connections on Facility Matters and Authorization for Board President to Negotiate, Finalize and Execute a Lease Agreement on behalf of the Board – R. Graver
- c. Ratification of Draft Documents Contained Within the Previously Approved Charter Application (to follow) – J. Ragley

IX. Adjournment and Confirmation of Next Meeting - Wednesday, June 1, 2016 at 9:00 a.m.

REACH CYBER CHARTER SCHOOL

2016-17 Outreach Plan

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Connections Education provides marketing expertise and services to Reach Cyber Charter School (Reach)



- Program management to develop strategy, oversee tactical execution, and facilitate communication across all groups
- Primary and secondary market research
- Integrated, multichannel communications: events, email, direct mail, media, print, digital, outbound telemarketing
- Branding and advertising campaigns, program guide, and promotional literature
- Comprehensive digital strategy including school website and robust online advertising campaigns
- Public relations, including national and local media, reputation management, and crisis communications
- Social media strategy and management
- Campaigns to support family engagement and retention
- Logistics expertise and support for community outreach
- Data collection, management, and analysis
- Ongoing evaluation of metrics to gauge effectiveness of efforts

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Outreach Objectives for 2016



Build awareness and relevance of Reach Cyber Charter School as a new high-quality cyber school option in Pennsylvania, with a STEM-focus, suitable for students who desire flexibility and the benefits of a Pennsylvania Connections Academy.

Educate and engage families fast so they can make the best decision about their children's education and be prepared for the unique demands of a STEM-enriched program.

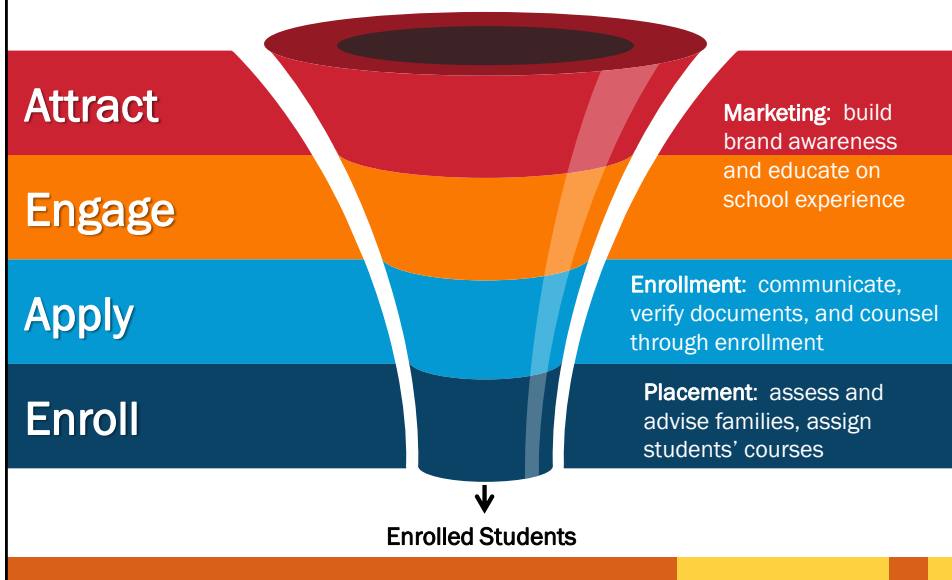
Provide a **high-quality customer experience** from first contact through decision to reenroll.

Provide support for families, especially those making quick or late decisions, so **they feel informed and prepared.**

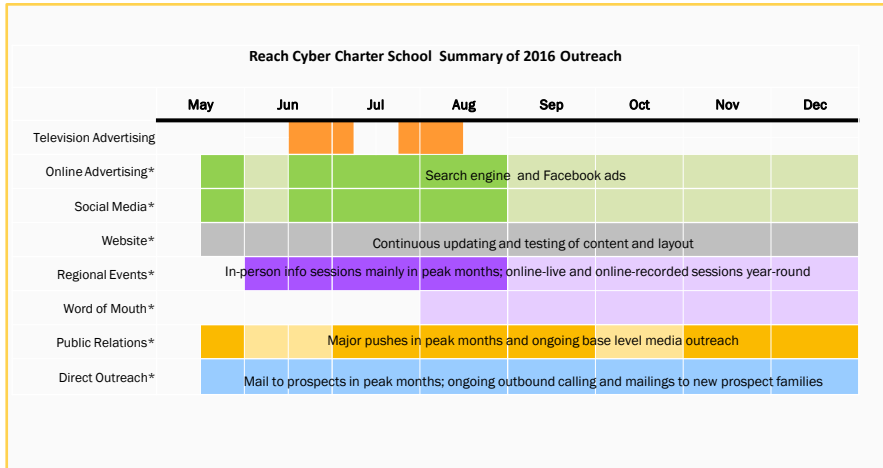
Achieve enrollment goal of 850.

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The Marketing Enrollment Funnel



Build Awareness via a Multichannel Approach



*Darker-shaded cells indicate peak campaign timing. However, support from these channels continues year-round via monitoring, testing, upgrades, online events, follow-up communications (email, program guide mailings, outbound calling), and PR support.

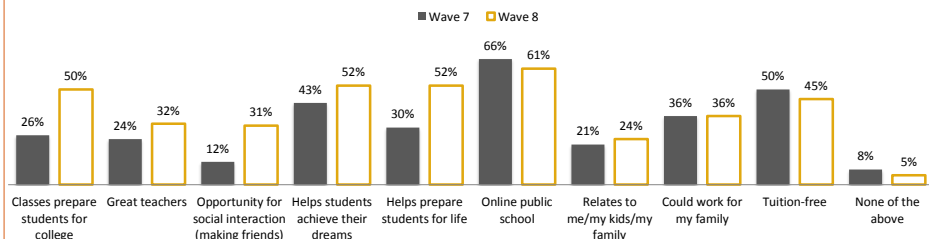
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Advertising: Sharing a Message That Resonates with Families and Promotes Positive Impressions of the school

The “Two Selves” commercial focuses on successful student outcomes. It tells the story of a young cyber school student talking to his or her older self about their success and the role of their school in the success.



Based on what you see in the ad, which of the following, if any, do you believe is true of the school featured in the ad? Select all that apply.



Television Advertising throughout PA



- The “Two Selves” ad will be customized to Reach:
 - Change end voice-over to reference Reach Cyber Charter School, the NEW tuition-free online public school
 - Add unique toll-free number
 - URL will be *ReachCyberCharter.com*
- Running television ads in four markets:
 - Philadelphia
 - Pittsburgh
 - Harrisburg, Lancaster, Lebanon, York
 - Wilkes-Barre, Scranton
- Begins week of June 6 and is focused during peak enrollment periods of June, July and August in major markets.
- Potential to supplement with National CA brand awareness TV in June/July

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Mailing the Message



- Mail personalized postcards to **prospective families likely to be interested in cyber schooling** to promote Reach benefits and publicize outreach activities closest to the family's address.
- Purchase mailing lists of prospective families that represent our target audience to build awareness.

Inside every student is a bright future. WE'LL HELP YOU FIND IT.

ENROLL NOW! SCHOOL STARTS SEPTEMBER 8!

REACH NOW CHARTER SCHOOL
A Public Online Connections Academy

"What I enjoy best about Connections Academy is that it offers a wonderful program that challenges and supports my student. The communication with teachers is excellent. They are reachable and genuinely looking out for my child's best interest."
GABY, CONNECTIONS ACADEMY

Tuition-Free!
SERVING KINDERGARTEN THROUGH 8TH GRADE

Sample layout of Reach postcard

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Secure News Coverage Highlighting Reach as a High-Quality School Option



- **Before School Starts:**
 - **Announce school approval and open enrollment** with press release over wire (Week of May 16)
 - **Announce school leader** with press release (after hire)
 - Differentiate Reach by **showcasing STEM enrichment and 21st century learning opportunities; pacing options** (during school year as well)
 - Promote **info sessions**, Parent-to-Parent Meetings, and other events.
 - **Transition PR support to local PR agency** from corporate. Currently, researching PA agencies. (CCA has local PR support from Bravo Group)
 - **Promote first day of school** with press release
 - **Support grand opening event** for families and dignitaries (shortly after school starts)
- **During School Year**
 - **Showcase student/family** human interest stories statewide.
 - **Promote socialization** opportunities: pitch media/distribute photos from field trips and family engagement activities
 - Offer Reach administrators/teachers to media as **expert sources**.
 - Highlight student/staff/school **achievements**.
 - **Support State Relations' efforts** to protect school choice/online school in the state
 - Tie Reach stories/pitches in with **current news trends and research** where appropriate.

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Online Initiatives to Engage and Inform Families about Reach



- Paid online ads on search engines reach families searching for school options:
 - Google
 - Bing
 - Yahoo
- Facebook advertising builds targeted awareness.
- Social media allows interested families to engage with the school and each other. Campaigns include:
 - Enrollment Opening notification
 - July/August “Prepare for Virtual School” campaign

Connecting with Families in Their Communities



- Host booths at local community events including ComiCon (Philadelphia) in June.
- Families who attend information sessions are more than twice as likely to complete enrollment than families who don't attend.
- In 2016, we are planning:
 - 29 online sessions
 - 20 in-person information sessions throughout the state including:
 - Philadelphia
 - Central PA (Harrisburg, York)
 - Northeast (Scranton/Hazleton)
 - Erie
 - Pittsburgh
 - Allentown

Upcoming
**COMMUNITY
EVENTS**



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A Modern Website Optimized for All Users

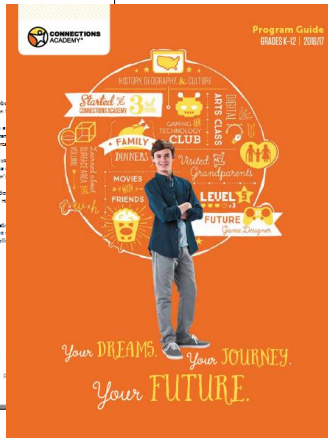


Sample layout of Reach page

- A design with a modern feel
- Mobile-responsive for an ideal experience for users on mobile phones and tablets
- Content to optimize search engine performance to protect and grow website traffic
- WCAG 2.0–accessible design and content for users with visual or hearing impairments
- After school starts, showcase local school content including student, parent, and teacher profiles

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Fulfillment to Leads with a Letter and Program Guide



Prospective families will receive a letter explaining the relationship between Reach and Connections Academy.

They will also receive the Connections Academy program guide, which provides a comprehensive overview of the program.

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Consistent Communication with Families



Our communication strategy includes multiple touch points from the time a family inquires about the school until they enroll. Communications highlight the school's benefits and provide information most relevant for the family's stage in the customer journey.

- **Automated and special-purpose email campaigns** deliver information to prospective families and to families in the process of enrolling.
- **Mailed program guides, principal letters, and "Next Step" kits** promote program benefits and encourage families to take the next step.

Communications to Prospective Families						
Direct Mail	Program Guide	Party Invitations	Letters	Emails		Outbound Calls
	Program Guide arrives (triggered by participation in a Marketing activity)			'About Us' Email		Outbound Call #1 (Placed as soon as possible)
			Principal Letters (Provide a general introduction, begin sending in May)	'Typical Day' Email		
	Sent to all prospective families within a 50-mile radius of the			'Outcomes' Email (Event-specific)	Confirmation Email & Branding (Event-specific)	If first call was not successful

Family Connections Coordinators and their supporting team connect with families.



- One of the first connections a family will make is to their **Family Connections Coordinator**.
- Family connections coordinators begin assisting and communicating with families shortly after they express interest in Reach Cyber Charter School.
- During enrollment, they will get to know the family's needs and priorities—and will work to make the process as easy and pleasant as possible.
- To encourage student retention, they will continue to nurture the relationship throughout the family's years with Reach Cyber Charter School.



The Family Connections Coordinator Team

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2016 Outreach Plan Summary

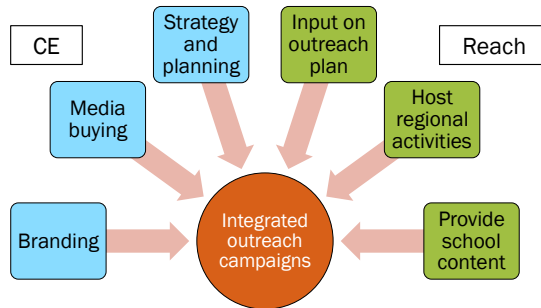


Build awareness	Engage families fast	Improve customer journey	Support new families
<ul style="list-style-type: none"> • TV advertising • Public Relations • Online advertising • Direct mail advertising • Community events • Parent referral pushes 	<ul style="list-style-type: none"> • Outbound calling • Program guides • Principal letters • Information Sessions • Next Step kits 	<ul style="list-style-type: none"> • Connexus enhancements • Align communications plans and messaging • Constant website improvements 	<ul style="list-style-type: none"> • On-demand video • Family support programs

5th Objective: Achieve enrollment goal of 850.

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Ongoing Collaboration between Marketing and the School – Working Together for Reach



How you can help?

- Provide feedback on local marketing
- Be available for media interviews
- Provide recommendations for PR agencies
- Spread the word about the school

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Next Steps



- **Week of 5/16 (pending approval):**
 - Launch website and online marketing
 - Send Press release
 - Begin mailing, emailing, and calling prospective families
- **June - August:**
 - Enrollment opens - 6/1
 - Attend ComiCon - 6/2-5
 - Begin television advertising – week of 6/13
 - Begin hosting information sessions – late June
- **After School Starts:**
 - Work with school to build out local content
 - Promote school stories in the media
 - Ongoing collaboration

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Reach Cyber Charter School
MINUTES OF THE BOARD OF DIRECTORS MEETING
Wednesday, April 27, 2016 at 9:00 a.m.

Held via teleconference

I. Call to Order and Roll Call

Mr. Taylor called the meeting to order at 9:06 a.m. when all participants were present and able to hear each other.

Board Members Present: David Taylor, Gail Hawkins-Bush, Brian Leinhauser and Joe Harford (via phone);

Board Members Absent: Paul Donecker and Alex Schuh;

Guests via Phone: Patricia Hennessy, Board Counsel; Dennis Tulli, Pat Laystrom, Lyn McCullen, Jay W. Ragley, Rachel Graver and Heather Woodward, Connections staff.

II. Routine Business

a. Approval of Agenda

Mr. Taylor asked the Board to review the Agenda distributed prior to the meeting. There being no changes, a motion was made and seconded as follows:

RESOLVED, that the Agenda for the April 27, 2016 meeting of the Reach Cyber Charter School Board of Directors, as presented, is hereby approved.

The motion passed unanimously.

b. Approval of Minutes from the February 24, 2016 Board Meeting

Board members briefly discussed the draft minutes from the February meeting, as included in the Board materials. There being no further discussion, a motion was made and seconded as follows:

RESOLVED, that the Minutes from the February 24, 2016 Board Meeting, as presented, are hereby approved.

The motion passed unanimously.

III. Oral Reports

a. Update on Charter and Next Steps

Ms. Hennessy provided the Board with an update on the approved Charter and next steps in the process. She congratulated the Board on their award of a charter. She reviewed the initial next steps in the charter approval and implementation process.

b. Update on Statement of Agreement with Connections

Mr. Taylor reviewed the timeline for finalizing an agreement with Connections Academy of Pennsylvania, LLC. He noted the previous approval by the Board and the timing for execution of the agreement.

c. Implementation Timeline

Mr. Ragley introduced himself to the Board. Mr. Taylor asked Mr. Ragley to update the Board on the implementation timeline and those items completed to date. He reviewed several key dates the Board and school support staff should be working toward in order to be on time for implementation and school opening for the 2016-2017 school year.

d. Update on Facility

Mr. Ragley provided the Board with an update on the PDE timing requirements surrounding the facility lease and Mr. Taylor informed the Board of a facility tour scheduled for the upcoming week.

IV. Action Items

a. Approval of Charter with PDE

Mr. Taylor presented this item to the Board. The Board reviewed the charter as approved by the PDE. There being no further discussion, a motion was made and seconded as follows:

RESOLVED, that the Charter with PDE, as presented, is hereby approved.

The motion passed unanimously.

b. Consideration of Job Description and Recruitment Plan for School Leader and Authorization for Connections to Post the Job Description and Begin Recruitment for School Leader

Ms. Graver presented this item to the Board, and reviewed the process, as well as the timeline for recruitment of key personnel. The Board discussed the posting of the job description, the timeline for reviewing applications and candidates and the Board's involvement and participation in recruitment for the school leader. The Board also discussed the necessity to recruit for staff and the timing for the recruitment of staff. Ms. Graver discussed her support in the Board review of school leader candidates. There being no further discussion, a motion was made and seconded as follows:

RESOLVED, that the job description and recruitment plan for the school leader and authorization for Connections to post the job description and begin recruitment for school leader, as presented, is hereby approved;

FURTHER RESOLVED, that the recruitment for school staff and authorization for Connections to post job descriptions and begin recruitment for school staff for school leader review, as presented, is hereby approved.

The motion passed unanimously

c. Approval of Board Meeting Schedule through June 2016

The Board discussed the need to hold regular meetings and Board members reviewed their schedules. Ms. Woodward reviewed their past meeting times and recommended the Board consider meeting the first and third Wednesday of each month through June. There being no further discussion, a motion was made and seconded as follows:

RESOLVED, that the Board Meeting Schedule through June 2016, as presented, is hereby approved.

The motion passed unanimously.

V. Adjournment and Next Meeting at the Call of the Chair

Mr. Taylor inquired if there was any other business or discussion. There being no further business or discussion, he noted that the next meeting would be held on Wednesday, May 4, 2016 at 9:00 a.m. The Board being at the end of its agenda, the meeting was adjourned at 9:41 a.m.