



**APPROVED 02/17/2021**

**Reach Cyber Charter School**

**MINUTES OF THE BOARD OF DIRECTORS MEETING**

Wednesday, January 20, 2021 at 9:00 a.m.

**Meeting Location:**

750 East Park Drive, Suite 204  
Harrisburg, PA 17111

-And via teleconference-

**1(800) 747-5150; Code 703-4511#**

---

**I. Call to Order and Roll Call**

Mr. Taylor called the meeting to order at 9:05 a.m. when all participants were present and able to hear each other. The meeting was open to the public in person at the school, and held via teleconference.

Board Members Present: David Taylor, Joe Harford, Gail Hawkins Bush and Dave Biondo (all via phone);

Board Members Absent: Paul Donecker and Alex Schuh;

Guests: Karen Yeselavage and Scott Stuccio (in person at the school, following COVID-19 social distancing protocols); Jane Swan, School Leader; Pat Hennessey, Board Counsel; Kristin Hovorka, Rachel Graver, LeeAnn Ritchie, J.D. Smith, Kelly McConnell, Corey Groff, Nancy Wagner, Stephanie Bost, Devin Meza-Rushanan, Greg McCurdy, Alicia Swope, Erica Carroll, Radelle Fritz and Dan Latislaw, School Staff; Kevin Corcoran, Charter Choices, Financial Consultant; Laura Johnson, Laura Sitler, Robin Pearson, Melissa Brown, Emily Lee and Megann Arthur, Online and Blended Learning (OBL) staff (via phone).

**II. Public Comment**

There were no public comments made at this time.

[Ms. Carroll and Ms. Fritz joined the meeting at 9:06 a.m.]

**III. Routine Business**

a. Approval of Agenda

Mr. Taylor asked the Board to review the agenda distributed prior to the meeting. The Board advised of their intent to add Item a) Audit Committee Item: Acceptance of Draft Audit Report for the 2019-2020 SY Annual Financial Audit and Authorization for Board Treasurer as Board Designee to work with School Leadership to Finalize and Submit all associated documentation by the applicable deadlines to the Financial Report portion of the agenda. The Board additionally advised of their intent to add item c) Review and Consideration of MOU with Penn State University to the Strategic Planning portion of the agenda. There being no further changes noted, a motion was made and seconded as follows:

RESOLVED, that the Agenda for the January 20, 2021 Meeting of the Reach Cyber Charter School Board of Directors, as amended, is hereby approved.

The motion passed unanimously.

#### IV. Oral Reports

##### a. School Leader's Report

Ms. Swan highlighted specific data points within the Monthly School Report, as included in the Board meeting materials. She updated the Board on the school's current enrollment, specifying enrollment numbers by grade level. Ms. Swan also discussed cohort data in detail with the Board.

##### i. Enrollment and Staffing Update

Ms. Hovorka updated the Board on the school's current staffing levels, discussing open roles and the hiring process.

##### ii. Student Intern and Teacher Program

Ms. Ritchie presented this item to the board. She provided an overview of this program highlighting the specific college partnerships and discussed the anticipated number of interns that will be participating in the program in the spring.

##### b. Financial Report

Ms. Yeselavage reviewed the school's financial statements with the Board. She reviewed the revenue and expense statements, and balance sheet with the Board and advised of updated projections.

##### i. Audit Committee, Committee of the Entire Board

Ms. Yeselavage provided an overview of the audit documentation as included in the Board meeting materials. She advised that under the unqualified opinion there were no findings in the report. Ms. Yeselavage discussed with the Board the recommendation to appoint a Board Designee to finalize the audit report for submission on behalf of the Board. The Board recommended Mr. Biondo, Board Treasurer, to serve as Designee. There being no further changes noted, a motion was made and seconded as follows:

RESOLVED, that the Acceptance of Draft Audit Report for the 2019- 2020 School Year Annual Financial Audit and Authorization for Board Treasurer as Board Designee to work with School Leadership to Finalize and Submit all associated documentation by the applicable deadlines, is hereby approved.

The motion passed unanimously.

##### ii. Budget Development Process Update

Ms. Yeselavage reviewed the 2021-2022 planned budget development process with the Board. She advised the Board that the process includes input from the Board and School Leader. Ms. Yeselavage further reviewed the anticipated budget development schedule, including the final budget consideration likely to be in May.

## V. Consent Items

Mr. Taylor asked the Board Members whether there were any items from the Consent Items that they wanted moved to Action Items for discussion, or tabled. There being no changes noted, a motion was made and seconded as follows:

RESOLVED, the Consent Items:

- a. Approval of Minutes from the November 18, 2020 Board Meeting;
- b. Approval of Staffing Report;
- c. Approval of OBL Invoice(s) for November (# 91000006874) and December (# 91000006961);
- d. Approval of the 2021-2022 School Year General School Handbook; and
- e. Approval of the 2021-2022 School Year State Specific School Handbook; are hereby approved.

The motion passed unanimously.

## VI. Action Items

There were no action items to consider.

## VII. Information Items

### a. State Account Relations (STAR) Update

Ms. Johnson provided the Board with an update on recent legislative activities in the state, which may impact the school.

### i. Brand Refresh Update

Ms. Johnson provided a brief history of Connections Academy trademark, branding and marketing efforts nationally, and noted the 20<sup>th</sup> anniversary of the brand in 2021. She advised of the planned branding updates to be made as the enrollment process begins for the 2021-2022 school year, including a brighter color palate and the transformation of outreach messaging.

### ii. Marketing Services Overview

Ms. Sitler reviewed the Marketing Services Overview document, as included in the Board meeting materials, in detail. She highlighted the key roles and responsibilities of OBL's Marketing team within the Agreement with the Board, and the focus areas based on proven success.

The Board discussed the brand refresh and how it will aid in brand favorability with Ms. Sitler. The Board further discussed marketing efforts that ensure a focus on diversity and inclusivity.

iii. Policy Maker Outreach Project

Mr. Stuccio presented this item to the Board. He provided an overview of the recent legislative visit in December discussing the robust conversation and positive remarks. Mr. Stuccio further advised of a second legislative visit upcoming in January and highlighted other outreach efforts. Board members indicated their support of the initiatives discussed, including letters of support from each member of the Board.

b. Partner School Leadership Team (PSLT) Update

Ms. Brown presented to the Board on behalf of Online & Blended Learning's (OBL) School Leadership Team.

i. School Operations Metrics

Ms. Brown presented to the Board on behalf of Online & Blended Learning's (OBL) School Leadership Team. She reviewed the Operations Metrics data included in the Board materials, highlighting the school's performance as compared with other OBL partnering schools of similar size and years in operation. Board members discussed metrics data with Ms. Brown.

[Ms. Sittler left the meeting at 9:58 a.m.]

**VIII. Strategic Planning**

a. Strategic Plan Report

Ms. Swan provided a status update of initiatives that have been implemented as part of the strategic plan.

[Ms. McGlynn and Mr. Harford left the meeting at 9:59 a.m.]

b. Review and Consideration of STEM Gaming Microgrant Agreement

Mr. Smith provided an overview of the program highlighting the benefits of this program for REACH students. He discussed the interactive and engaging nature of this program and the alignment to the mission of the school. Mr. Smith further discussed the pilot proposal for this program specifying grade levels that would be included in the pilot.

[Mr. Corcoran left the meeting at 10:04 a.m.]

This item was tabled due to lack of quorum.

c. Review and Consideration of MOU with Penn State University

This item was tabled due to lack of quorum.

**IX. EXECUTIVE SESSION – Mid Year School Leader Review-Pursuant to 65 Pa. C.S. §§ 708(a)(1) – to discuss any matter involving the employment, appointment, termination of employment, terms and conditions of employment, evaluation of performance, promotion or disciplining of any specific prospective public officer or employee or current public officer or employee**

This item was tabled due to lack of quorum.

**X. Adjournment and Confirmation of Next Meeting – Wednesday, February 17, 2021 at 9:00 a.m.**

Mr. Taylor inquired if there was any other business or discussion. The Board expressed their intent to hold a Special Meeting before the end of January in order to consider the tabled items from today's agenda. Ms. Arthur advised that she would poll Board members for availability. There being no further business or discussion and the Board being at the end of the agenda available for consideration, the meeting was adjourned at 10:06 a.m.