**Étoile Academy Board Meeting**

**February 20, 2018**

**Start: \_6:16\_\_\_\_ p.m. CST End: \_8:00\_ p.m. CST**

Present:

Kevin Hardaway, Shiroy Aspandiar, Michelle Bair, Ja’Milla Lomas, Alim Adatia, Richard Anthony Baker, Nicole Morrisey (video dial in), Jorge Lara, Kayleigh Colombero (ex-officio)

Quorum met: Yes

Guests: Marisol Diaz

Public comments: none stated

Previous Meeting Minutes

* Meeting minutes were read. Minutes were approved.
* Alim A. moved; Shiroy A. seconded
* **Vote**: 6-0. Approved

Committee Reports/Short-Term Goals:

* Finance:
  + The Board reports now include the budgeted line items with how much is spent and how much is remaining. We put in a budget for the 499 (local revenue stream where we put in our donations and pledges). This is now reflected in our assets and the 499 budget report.
  + Marisol and KC have created a management budget report so that we don’t have to wait for the official report – keeps down lag time. It also will allow them to calculate and keep track of other line items that the Board report does not take into account (like the facilities projections).
  + Next step:
    - Select board reports that Finance Committee should always review. Select board reports that full board should see.
  + *Recommendations: refer any potential board members with finance experience.*
* Governance:
  + Participated in a BES Training Call. Suggested we can either record our meetings or participate in 3 check-in calls with BES to ask questions, discuss challenges, set goals, etc. Kevin recommends that we split those calls up between the committee chairs so there is more direct contact between Board Committee Chairs and BES.
  + BES will provide a checklist to help with the status of the school a little bit before the opening of the school.
  + Mid-Year Evaluation Team: Shiroy, Ja’Milla, Kevin, and Yuhan assessed the School Director in early February for the Mid-Year Evaluation.
  + Developed a methodology for the continuous improvement framework.
  + Set 4 new goals. Take a look on self-evaluation and take a lead on addressing areas of improvement; research and recommend a consistent platform for Board communication; ensure all Board members complete TEA mandated training hours; ensure at least 75% participation in Board meetings and Committee calls.
  + Next steps:
    - Assign a mentor to Michelle and Alim
    - Schedule a virtual Board evaluation with BES
    - Identify times for check-in calls with BES
    - .
  + *Recommendations:* 
    - *In lieu of the Board Chair participating in the 3 check-in calls with BES, the Board Committees should alternate.*
* Facilities:
  + We signed the lease.
  + We got a great deal. But we will have to pay an extra security deposit in November 2018 (but we’ll get this back the following year) because we got such a fantastic deal on not being pushed out due to non-payment of rent. Slight changes in the lease also include $12.50/ square feet in reno for all four years (but we let them remove the finance option to get this).
  + Marisol and Kayleigh have been visiting the community (apartments and businesses) spreading the word about the opening and enrollment.
  + The city permits went in before we signed the lease and they should be approved fairly quickly. We should have a new timeline for the renovations soon. This will help us plan the Hard Hat Party.
  + Next Steps:
    - Continue to execute the community outreach plan
    - Work to secure the tenant improvement capital
  + *Recommendations:* 
    - *Board should support the community outreach efforts through calls and visits to businesses.*
* Academic Achievement:
  + Planned Professional Opportunities for the Board.
    - 1. How to evaluate student achievement
    - 2. Digging into the data
  + Student Enrollment – we currently have 64 applicants. That’s ahead of BES schedule. Paul Morrissey will speak to that in a moment. We do want to have 100 applicants by March 1 and 120 by March 14th. In order to do this, we’ll need the help of each Board member.
  + Next Steps:
    - Ensure management and board members are executing Enrollment Action Plan.
* Fund Development:
  + We raised/have pledged $20,885. We need people to pay the pledges so we can count that as revenue.
  + The start up grant expected to hear by March 15.
  + We had a positive meeting the Brown Foundation. They encouraged us to apply for it in April.
  + We’ve created a priority list of foundations to apply to – Baxter, Powell, Brown, Guill (associated with The Dynamo 🡨 Shiroy has a connection with them). We will be applying to them all.
  + Next steps:
    - Add to priority foundations list.
    - Add goal and progress towards goals in donor tracker.
    - Schedule meetings with two new board members
  + *Recommendation:*
    - *None*

OLD Business

* School Director Update:
  + Marisol Diaz, Operations Director, is hired. Fantastic!
  + Culture and Community Manager is hired and starts on March 5. Von Powell. Relocating from North Carolina. (fluent Spanish speaker).
  + Lily Rodriguez, Community Outreach will stay on until Von comes.
  + We have hired an ELA teacher.
  + An offer has been made to a math teacher and will be finalized this week.
  + The focus is now on an Office Manager and Social Studies candidates.
  + At the event this weekend, 7 new applicants were completed. The Lunar Weekend was a great weekend for us. Lots of activity documented on our Facebook page.
  + Stats: 17% of students come from Apply Houston; 17% met a School Rep; 23% come from Families Empowered; 37% are referred from a friend or family member.
  + Lily, KC and Marisol are thinking about incentives for applicants and family members.
  + February will have seen 13 community events.
  + Marisol and Von spent some time with KC in Boston while KC was there training.
  + Question (Richard + Kevin) – is it state-mandated to do active shooter drills? What are the safety protocols, and do we implement them? KC – Not sure about the mandates but we will do drills and safety and emergency protocols.
  + Question (Alim) – what is the zip? 77074. We should meet with the captain in that area.

NEW Business

* E-Rate Contract Update: Federal fund program. FCC Form 470. We have contracted a consultant, Ignacio Gonzalez, to help with this process. This is for structured cabling and network electronics to support access to the Internet via a school-wide Wi-Fi solution. If we don’t get the E-Rate funds, then we won’t execute the contract.
* Paul Morrissey: Paul Morrissey, Harlan’s dad, consulted with us regarding his enrollment journey with Compass Rose in San Antonio during his Founding Year.
  + There are shared challenges of reaching out to families to spread the word about the school. Luckily, it is normal. We will get through it! CR did set an equally large goal by end of February: 100 students. They did not meet that goal – 57 students. After getting over the shock, they had to reevaluate, especially during the two months afterwards when they only had a few more applicants. They realized that the people they talked to in the early fall, those people needed at least 6 touch points before they made up their minds. Talking to someone in February to make a huge decision about sending their child to a dream is difficult. The risk – the school fails. But what they don’t know yet is that their children will create the foundations of the dream and will write the story of the school.
  + Those families who did have the 6 touch points were the ones who stayed with CR through the whole journey. Many of the first 57, however, who signed up freely, didn’t follow through. It was the ones who had continuous contact with CR who showed up through day 1.
  + Knocking on doors. Building a rapport with parents.
  + There is a late surge in July with parents who didn’t enroll their kids, or their kids didn’t get into their first choice, etc. Don’t underestimate it!
  + Their enrollment goal was 180 students. They didn’t meet it. They didn’t close on their facility until late March so couldn’t’ publicize until April. Ended up with 90 students – about 50% of expectations. But that’s okay. They are super-efficient. They don’t need to be one-to-one. Able to keep costs down to something manageable. He didn’t have to cut staff or make major changes, despite being at 50% of his target. Not worried about money at all and they’re still on the plus side of finances.
  + The other benefit was that they had a really good facilities deal that allowed them to deal with the enrollment challenge of serving the under-served and under-represented among lower income families.
  + They are planning a big enrollment push next year that should double their size.
  + *What did the 6 points of contact look like?* Door-to-door (person contact); phone calls and text messages; invite them to events; email out to a family; to families who showed a lot of excitement or who dropped off, they went back to the house to visit; included direct mailers and follow-up phone call; went double-back with follow-ups; put everyone on a newsletter.
  + *What percentage of the students came from the July surge?*
  + *Is there anything you think you could have done with the first 57 that were doing the school shopping?* We were a little late to building our community. One of the things we would have changed would be to have more events for those families and build more events, more community building. Make them for invested.
* Enrollment Action Plan:
  + New Goal: 100 completed applications by March 1 and 120 by March 15. These are still very lofty. (Shiroy pointed out that we might not get 40 applications in 10 days.)
  + Step 1: Postcards have gone out to 3,000 families in the city. Step 2: Another set will go out to 4th grade families. Step 3: Ensure we have 6+ volunteers for each canvassing events to increase our outreach. Step 4: focus February canvassing efforts on the list. Step 5: Initiate full FB Campaign. Step 6: Get TV/Radio exposure by March 1. Step 7: Table at Health Clinics at least 8 times between January 30 and March 15. Step 8: Connect to religious orgs and attend 10+ events. Step 9: Follow-up with Families Empowered. Step 10: Each Board Members secures 2 student applications (either during an event, calling interest families, or other outreach).
  + *When are we going to have an open house? (Richard)* KC and Marisol have something similar already on the books with hotdogs and things planned in the form of a BBQ and then the Hard Hat Party. Michelle would like to get the Knights of Columbus involved possibly to grill. Richard is very much interested in holding monthly open houses at the school since we now have the building.
  + Alim uses a company that he can recommend helping with the direct mailers.
  + Taking a look at the Expenditure Projections, we will be able to function with the number of applicants we have right now.
* Governance Survey Metrics:
  + We want to address our weaknesses and strengths.
  + Will try to set a committee goal to meet face to face at least once a month.

**Adjourn**

Motion: Michelle

Second: Richard

Adjourned at \_8:00\_\_\_\_p.m. CST.