APPROVED

Atlanta SMART Academy

Minutes

Board Meeting

Date and Time
Monday August 18, 2025 at 5:30 PM

Directors Present
A. Bruce (remote), A. Kennedy (remote), I. Lee (remote), V. Williams (remote), W. Newman-Johnson (remote)

Directors Absent
B. Williams, S. Scott

Guests Present
P. Meadows (remote)

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

V. Williams called a meeting of the board of directors of Atlanta SMART Academy to order on Monday Aug 18, 2025 at 5:38 PM.

C. Approve Minutes

D. Minutes were not approved. This will be done at next board meeting

II. Academic Oversight and Governance Committee

A. Governance Training

Every board member of a state charter school's governing board must participate in annual training:

SCSC published the training schedule for 2026:

- November 5-6, 2025: Middle Georgia State University, Macon, GA
- February 10-11, 2026: Loudermilk Conference Center, Atlanta, GA

Please mark your calendars and plan on attending.

B. New Board Member Interest Meeting

New board member interest meeting will be conducted on Saturday, September 27, 2025 at 1pm

The Governance Board will finalize the agenda and presentation. Veronica has provided an outline and the committee will review at the next committee meeting.

III. Finance, Facility, Development, and Strategic Partnership Committee

A. Proposed Contract for Executive Director

W. Newman-Johnson made a motion to Move to Executive Session.
I. Lee seconded the motion.
Executive Session at 6:07pm
Executive Session ended at 6:20pm
The board **VOTED** to approve the motion.

B. Prestige - CFO

We were contacted by Prestige regarding the outstanding balance. We reviewed aging report and committed to make two of the outstanding payments.

Patrice confirmed one of the payments were made. We will make one additional payment and will reach out to Prestige and outline specifically which payments will be paid so they will understand the specific plan put in place to ensure payments.

C. July Financials

DE46 Submission in progress to meet deadline

Reviewed Give Get policy - the current balance is $1,000 per year per board member.

Critical Financial Metrics Reviewed: Actual vs Benchmark

Cash on hand, rolling 12-month average is 29 vs. the benchmark of 60
Salaries and Benefits as % of Total Revenue 12-month average is 58% vs. benchmark 58-62%
Salareies and Benefits as $ of Total Revenue Budgeted average is 56.2% vs benchmark 58-62%
Debt Service Coverage Ratio is Not applicable
Net Income $27,984.95 vs. Budgeted $70,989.33 (Prestige needs to update numbers)
Undocumented Transactions 14/$13,295.29 vs. the benchmark <10 / <$2,500

Most metrics are in alignment we need to work on the cash on hand and undocumented transactions to better align with the recommended benchmarks.

Enrollment is down. 40 students less that was projected. The Executive Director is working on getting more students enrolled.

Balance Sheet Reviewed
Profit and Loss vs. Budget Reviewed
There were no items out of the ordinary for the July Financials

There was discussion regarding how much was allotted for Marketing $11K

Cox Media Group had proposed running TV ads on Hulu, doing a video for free with content
Maintain website for $250 hour
Script for TV spot
They have alot of partnerships

Our current vendor is $500 per month to manage website which is less that the $250 per hour
In addition, the majority of our leads come for social media or word of mouth
We currently have $6K left in budget for marketing and need to determine what is the best way to maximize our marketing dollars.

We need to review several proposals prior to making a decision to determine how to maximize the return on our investment. Patrice will continue conversations with Cox Media.

There was a discussion regarding the CRM software that is used so we can ensure that our list of 2,000 partners and key stakeholders are informed regarding all of the good

work that Atlanta Smart Academy is doing. We can leverage a newsletter, emails, social media and other ways to keep in contact with our key stakeholders.

We can take information from Zeffy and ensure the information is incorporated into MailChimp so we can put together an outreach campaign. Wanda has volunteered to assist with the campaign.

IV. Executive Director Support and Eval

A. Highlights

Theme: Full STEAM Ahead

Back to School Jam:
Featured in Georgia Charter School Association Newsltter
MAGIC Radio Station attended
Partnered with Chick fil-a and Asurion Transportation
We provided backpacks and supplies for students
Presentation made to families to inform and provide a school overview, etc.

Launched Agriculture Club - Garden and Chicken Coup - Long term visions are to have a farmers' market for the school and community. The club will also teach about sustainability and money management.

Teacher & Staff Appreciation
Board donations made to enhance the space and provided funds for donations of food and other supplies. There is $100 left to put towards additional donations and Veronica will provide via Cash App .

B. Academics Updates

ELA Milestones
We met state proficiency
5th grades meet all improvement targets ad grew from, 19% proficient to 43%
Higher proficiency than the local district (APS)
7th grade outperformed state & APS
Area of focus 6th grade ELA

Reading Proficiency
5th grade proficiency than APS and the state of GA
7th & 8th grade higher proficiency than APS

Math Milestones
5th grade highest grown in grade level proficiency
Below district and state

Action Plan - additional math support classes

Algebra (8th grade & high school) 1st year
Students take both EOG & 9th grade HS EOG
Saw no proficiency and adding new curriculum resource

8th grade took HS Physical Science and not 8th grade science assessment
The school utilizes the Genius Curriculum and Science Bootcamp
Social Studies (8th grade only) - 74% proficiency slightly above APS

Student growth (3 reporting categories)
Student growth level provide context for Student Growth Percentile (SGPs). Growth levels classify into the following three categories:

- Low Growth: SGPs ranging from 1-34
- Typical Growth: SGPs ranging from 34-65
- High Growth: SGPs ranging from 66-99

A student growth percentile (SGP) descries a student's growth compared to other students with similar prior test scores (their academic peers). This information feeds into the CCPRI scores.

Middle School making gains: 47% of 8th graders demonstrated high growth in Math, 43% demonstrated high growth in reading
5th graders making gains: 52% demonstrated high growth in reading, 79% are reading on grade level

Review nearly half students that perform in high growth SCPs. These scores help with more effective teaching

Action Plan:

- Updated School Improvement Plan (SIP) to include on content areas
- Reading and math support classes
- New SS and science curriculum
- Support program for new teachers
- i-Ready testing this month

C. Enrollment 25-26

5th grade -12
6th grade - 47

7th grade - 47
8th grade - 63
Total 169

2 pending applications
25% deficit

There have been several feeder schools that have gone K-5 and K-8 which as impacted the 5th grade enrollment.

Action Items

- Continued Marketing
- Billboard
- Social Media
- Mailers in high target zip codes
- Radio Interviews (Black PR Radio)
- GCSA Marketing team - school events)
- Budget amendment by September to finance committee

D. Grants & Fundraising

Fundraising Campaign Zeffy
Think creatively - Birthday fundraisers
Sponsorships - Athletics, transportation, food (month staff PD)
Appling for grants (sent to Finance team)

- Patrice has a grant tracker for people to assist and add for any grants

V. Other Business

A. Double Good Popcorn Fundraiser

The board decided to launch the Double Good Popcorn campaign on 9/15-9/18
Virtual Campaign for 4 days
Each board member needs to download the Double Good app
Wanda Newman-Johnson will set up the campaign
50% of the proceeds will come to the Atlanta Smart Academy
The goal is for each board member to sell a minimum of $714 or more

The total goal is to raise $5,000 as a replacement for the Gala funds

VI. Closing Items

A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 7:25 PM.

Respectfully Submitted,
A. Kennedy