



## Athlos Jefferson Parish

### Minutes

#### AAJP Board Meeting

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##### **Date and Time**

Wednesday April 12, 2023 at 6:00 PM

##### **Location**

[979 Behrman Hwy.](#)  
[Terrytown, LA 70056](#)

<https://zoom.us/j/91626399593>

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##### **Directors Present**

E. Ketchens (remote), J. Wright (remote), K. Chambers (remote), N. Berg (remote), N. Woods (remote), T. Nelson (remote)

##### **Directors Absent**

H. Wier

##### **Guests Present**

A. Harvey (remote), B. Bressler (remote), C. Brooks (remote), C. Martin (remote), Charles Medley (remote), J. Turgeon (remote)

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#### **I. Opening Items**

##### **A. Call the Meeting to Order**

N. Berg called a meeting of the board of directors of Athlos Jefferson Parish to order on Wednesday Apr 12, 2023 at 6:09 PM.

##### **B. Record Attendance**

##### **C.**

## **Call for Conflict of Interest**

### **II. Consent Agenda**

#### **A. Approve Agenda**

N. Berg made a motion to approve the Consent Agenda.

E. Ketchens seconded the motion.

The board **VOTED** unanimously to approve the motion.

#### **B. Approve March Meeting Minutes**

N. Berg made a motion to approve the minutes from AAJP Board Meeting on 03-01-23.

N. Woods seconded the motion.

The board **VOTED** unanimously to approve the motion.

#### **C. New Hires & Stipends**

### **III. Administrative Reports**

#### **A. Director's Report**

##### **April Director's Report**

Prepared Mind Highlights

March 29th PD

A+PEL Literacy Training

iSTEEP Literacy Assessment

LEAP 2025 Assessment

School Culture Highlights

##### **Family & Community Engagement**

- Family Literacy Night
- Kindergarten Round-Up
- Spring Extravaganza

Healthy Body Highlights

- Golf Camp
- Soccer season

#### **B. CEO Report**

##### **March Scorecard Data:**

The Average Fund Balance: \$2,682,885

The average day's cash: 65

Substitute Use: 39

Parent Complaints: 0

Withdraws: 10

New Students: 9

Employee Departures: 2

Employee Complaints: 6

Current Enrollment as of 4/10/2023:

Enrollment Trends: 1098

	K	1	2	3	4	5	6	7	8	Total
EOY Enrollment										
for 21-22 SY:	109	111	143	137	130	133	132	128	99	1122
Current Enrollment										
for 22-23 SY:	90	118	128	136	130	114	131	132	119	1098
Variance	-19	7	-15	-1	0	-19	-1	4	20	-24

**{YTD Persistence Rate: 91% (Goal 95%), YTD Conversion Rate: 90% (Goal 50%)}**

2023-2024 New Enrollment as of 4/10/2023: 193

2023-2024 Re-enrollment as of 2/27/23: 916 (94%)

2023-2024 Projected Enrollment as of 2/20/23: 1063 (# is returning students + new students with at least one piece of registration turned in)

### C. Finance Report

Chris Brooks discussed the importance of the Finance Report.

### D. Marketing and Communications Report

#### March 2023 Report

#### Athlos Marketing and Communications:

- AAJP FB page: we reached 277,275 individuals in 2022 (this rivals larger school districts for reach). By maintaining our audience on FB, our ads for enrollment and parent events are more effective.
- **AAJP FB/IG reach for March 1-31,2023**
- **Facebook/Instagram Paid Ad Reach and Impressions**
  - Reach vs. Impressions:
  - The number of Accounts Center accounts that saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same Accounts Center accounts.
  - This metric is estimated. o Impressions: The number of times your ads were on screen.
- **Email Nurture Campaign to New Applicants**

- Kindergarten Roundup Invitation
- 99 Recipients
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- **Triton News, March 2023**
  - 1,321 Recipients
- Kindergarten Roundup, Enrollment Event, 34 students registered.
- ◦ AAJP Staff did an excellent job recruiting new kindergarten students through visits to Head
- Start and they did a phenomenal job organizing and planning for the event.
- Staff Spotlights on IG/FB are full of positive comments from current parents and staff members
- Student activities and family event such as Family Literacy Night, SGA/Gifted field trips, soccer, SneakerBall, and Dr. Seuss dress up days received many positive comments on social media.
- Triton News February 2023, sent to 1,321 recipients, opened by 756 (links on text, email, social media)
- Provided marketing support for Enrollment, Kindergarten Roundup, Job Fair, SneakerBall, , Dr. Seuss Week, National Bus Driver Appreciation Day, Triton Soccer, Monthly Breakfast and Lunch Menu, DEAR Time, Guest author, Kennaire Mathieu, Family Literacy Night, Black History Month, school calendar days, LEAP testing, Tiny Tritons cheer team, Driveline, Executive Director's message, after school programs, Young Rembrandts, PBIS celebrations, Board salary increase announcement, SGA Read a Thon, PTO Chuck E Cheese fundraiser, etc
- **Carrina Transportation App rollout**
  - Rollout included custom graphics
  - Website content
  - Social media content
  - SwiftK12 text and email
  - Triton News announcement
  - Assisting families with trouble-shooting
- **Tharros/Athlos partnership rollout**
  - Rollout included website content
  - Social media content
  - Triton News announcement
- **Job Fair marketing**
  - Swag order – hand sanitizer and lip balm
  - Custom graphics for social media
  - Custom graphics for flyer
  - Website content
  - FB/IG ad: Final results will be shared after event on April 14. So far the ad is showing 290 landing page views (careers page on website) , 59,665 impressions and cost per result of \$2.38. Ad will finish on April 14.
  - Website pop-up

#### IV. Committee Reports

##### A. Finance Committee

##### B. None

##### C. Governance Committee

The Governance Committee had their meeting on 4/5/23 and will follow-up with another meeting soon

##### D. Pillars Committee

Discussion of student and teachers vacancies

#### V. Discussion Items

##### A. Bonding Update/Lease Comparison

###### Scenario 1: Purchase Completed before 6/30/2023

###### Assumptions:

Purchase Price \$27,500,755

Close 06/15/2023

Amortization Period 35 Years

Tax-Exempt Rate 6.5% (conservative non-rated assumption) Taxable Rate 7.0%  
(conservative non-rated assumption)

Cost of Issuance 3.5% of Par

###### Scenario 2: Purchase Completed between 6/30/2023 and 6/30/2024

###### Assumptions:

Purchase Price \$28,188,274

Close 12/15/2023

Amortization Period 35 Years

Tax-Exempt Rate 6.5% (conservative non-rated assumption)

Taxable Rate 7.0% (conservative non-rated assumption)

Cost of Issuance 3.5% of Par

#### VI. Action Items (public comment must be had immediately before each action item vote)

##### A. Salary Schedule

N. Berg made a motion to approve salary schedule.

E. Ketchens seconded the motion.

The board **VOTED** unanimously to approve the motion.

## **VII. 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 6:44 PM.

Respectfully Submitted,  
A. Harvey