



Athlos Jefferson Parish

Minutes

AAJP Board Meeting

Date and Time

Wednesday April 12, 2023 at 6:00 PM

Location

979 Behrman Hwy. Terrytown, LA 70056

https://zoom.us/j/91626399593

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)

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

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

50%)}

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

Triton News, March 2023

- ∘ 1,321 Recipients
- Kindergarten Roundup, Enrollment Event, 34 students registered.
- o 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, Kindegarten 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