



# Reach Cyber Charter School Board of Trustees

## Minutes

### Reach Cyber Charter School

#### Board Meeting

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#### **Date and Time**

Wednesday November 15, 2023 at 9:00 AM

#### **Location**

Meeting Location:

750 East Park Drive, Suite 204

Harrisburg, PA 17111

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#### **Trustees Present**

Anthony Alexander (remote), David Taylor (remote), Gail Hawkins Bush (remote), Leigh Kraemer-Naser (remote), Marcella Arline (remote), Matthew Ryan (remote)

#### **Trustees Absent**

Paul Donecker

#### **Trustees who left before the meeting adjourned**

Leigh Kraemer-Naser

#### **Guests Present**

Alicia Swope, Amanda Brudowsky (remote), Andy Gribbin, April Kretchman (remote), Brandie Karpew, Christin Sankey (remote), Cody Smith, Dan Daley (remote), Danielle Marsicano (remote), Doug Meidel (remote), Ellen Min, Gregory McCurdy, JD Smith, Jane Swan, Jessica Rice (remote), Josh Hicks (remote), Karen Yeselavage, Katherine Rutkowski (remote), LeeAnn

Ritchie, Lisa Blickley (remote), Maurine Hockenberry (remote), Michael Garman, Michael Hinshaw (remote), Rachel Graver, Scott Shedd, Scott Stuccio, Stephanie Lane

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## **I. Opening Items**

### **A. Roll Call**

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

David Taylor called a meeting of the board of trustees of Reach Cyber Charter School Board of Trustees to order on Wednesday Nov 15, 2023 at 9:00 AM.

## **II. Public Comment**

### **A. Comments from the Public**

There were no comments from the public at this time.

## **III. Routine Business**

### **A. Approval of Agenda**

David Taylor, Board President, asked the board to review the agenda distributed prior to the meeting and asked if any changes were needed. Two additional items were added to the agenda.

- A proposal to reserve a certain amount of fund balance
- An executive session at the end of the meeting

Marcella Arline made a motion to approve the amended agenda.

Anthony Alexander seconded the motion.

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

## **IV. Oral Reports**

### **A. CEO's Report**

Mrs. Swan reviewed the current enrollment numbers for the school noting trends in enrollment. Current enrollment stands at 6,207 students with the highest concentration of students coming from the Southeast portion of the state.

### **B. Human Resources Update**

Staffing Report: Michael Garman, Director of Human Resources, reviewed current staffing levels with the Board highlighting the authorized complement of 919 positions and the 861 current staff members of which 83% are 10-month staff.

There are 12 new hires scheduled to start by January 2024.

### **C. Financial Report (to follow)**

Karen Yeselavage, Director of Finance, reviewed the school's financial statements with the Board. She reviewed the revenue and expense statements, advising on changes since the previous months' statements. Ms. Yeselavage further reviewed with the Board the school's balance sheet and current forecast.

During this time, Ms. Yeselavage shared a proposal to place \$22 million in budgetary reserves. These funds would be reserved for a future building purchase and for STEM and Career Readiness programs.

### **D. Holiday Outreach Update**

Rachel Graver, COO, presented this item to the Board. Mrs. Graver shared the plans for the school community outreach for this upcoming holiday season.

## **V. Consent Items**

### **A. Approval of Consent Items**

Mr. Taylor asked if there were any items from the Consent Items that should be moved to Action Items for discussion or tabled. No changes were noted.

- Approval of Minutes from the October 18, 2023, Board Meeting
- Approval of Staffing Report
- Approval of Statement of Work for Employee Pulse Survey Delivery Services

Gail Hawkins Bush made a motion to approve the consent items and the minutes from Reach Cyber Charter School on 10-18-23.

Marcella Arline seconded the motion.

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

## **VI. Action Items**

### **A. Approval of Reach Ambassador Program**

The Outreach team including Scott Stuccio, Director of Outreach, Doug Miedel, Manager of External Outreach, Christin Sankey, Manager of School Outreach, and Jessica Rice, Supervisor of Social Media, shared details of a proposal to create the Reach Ambassador Program. This program will be designed to reward our families for helping to increase our school's enrollment.

The Ambassador Program will:

- Refer prospective families for enrollment
- Utilize enrolled Learning Coaches to promote upcoming Virtual Information Sessions
- Provide resources and answer questions for prospective families to have questions answered
- Attend Outreach tabling events as a spokesperson for the organization
- Connect with other Learning Coaches for networking and build community

Marcella Arline made a motion to approve the creation of the Reach Ambassador Program.

Gail Hawkins Bush seconded the motion.

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

#### **B. Approval of Agreement with Salesforce and Elevation**

The Outreach Team proposed a series of agreements to engage Salesforce as our customer relationship management system for the purpose of lead tracking and marketing.

Matthew Ryan made a motion to approve the agreement with Salesforce and Elevation.

Anthony Alexander seconded the motion.

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

#### **C. Approval of Agreement with UFLI**

Katherine Rutkowski, Director of MLTSS, proposed an agreement with UFLI (University of Florida Literacy Institute) Foundations. UFLI is an explicit and systematic program that teaches students the foundational skills necessary for proficient reading. The program will be utilized in the elementary school to supplement the Canvas curriculum.

Marcella Arline made a motion to approve the agreement with UFLI.

Matthew Ryan seconded the motion.

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

#### **D. Assignment of a Board Designee**

A designee from the Board was requested to work with our state testing team to review and approve an agreement for computer-based state testing needs, including hardware, set-up, internet access, site survey, and equipment delivery.

Marcella Arline recommended Matt Ryan as the designee.

Matthew Ryan made a motion to approve a board designee to approve the necessary agreements.

Marcella Arline seconded the motion.

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

#### **E.**

### **Approval of MOU with ArtQuest**

JD Smith, Director of Career Readiness, proposed a MOU with ArtsQuest's Education & Outreach Program:.

The ArtSmart Outreach includes:

- 8 week virtual art program: Visual arts program courses include ceramics, painting, drawing, photography, mosaics, printmaking, and fiber arts. Other program disciplines include music, poetry, and literacy.
- Kit provided with art materials
- Cost: \$706 for entire program, plus shipping for kits – minimum 10 students

Anthony Alexander made a motion to approve the MOU with ArtsQuest.

Marcella Arline seconded the motion.

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

### **F. Approval of Agreement with Bitsight**

Scott Shedd proposed an agreement with Bitsight, an external attack surface management (EASM) solution providing full visibility into the attack surface so Reach can understand where exposure exists today and monitor for the future.

Marcella Arline made a motion to approve the agreement with Bitsight.

Matthew Ryan seconded the motion.

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

### **G. Approval of Agreement with Huntington Learning Centers**

Josh Hicks, Manager of Federal Programs, proposed a virtual tutoring program aimed at enhancing the academic performance of students at Reach Cyber Charter School for the remainder of the 2023-24 school year.

Marcella Arline made a motion to approve the agreement with Huntington Learning Centers.

Matthew Ryan seconded the motion.

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

### **H. Approval of additional fund balance to be placed in reserve**

Karen Yeselavage, Director of Finance, requested a total proposed reservation of fund balance of \$22 Million.

- 1) \$20 million- 2 years of staff salaries and benefits for positions currently funded with ARP ESSER federal funding; this federal program will end 9/30/24
- 2) \$1 million- Career Readiness initiatives
- 3) \$1 million- Future building purchase

Marcella Arline made a motion to approve the requested reservation of fund balance.

Matthew Ryan seconded the motion.

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

## **VII. Information Items**

### **A. DEI Council Update**

Ellen Min, Manager of Organizational Effectiveness & Belonging, provided an update on the diversity, equity, and inclusion efforts of our DEI Council.

The update included:

- A look at the DEI Council History
- An introduction to the DEI Council Members
- 2020-2023 Accomplishment Highlights
- 2023-2024 DEI Council Goals

### **B. Quarterly CSI Update**

Dr. Kelley McConnell provided a quarterly update on progress made on Reach's Charter School Improvement Plan.

### **C. Government Affairs Update**

Brandie Karpew, Board and Legislative Liaison, shared an update on recent government affairs, specifically highlighting the recent Basic Education Funding Commission hearings, legislator visits to our school, and David Taylor's role as speaker at the upcoming National School Choice Week rally in January.

Leigh Kraemer-Naser left at 9:59 AM.

## **VIII. Executive Session**

### **A. Executive Session**

The Board entered into an Executive Session at 10:16 a.m. upon a motion being made, seconded and confirmed via roll call vote of all Board members present.

The Board cited the following for entering into the Executive Session: 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 and 65 Pa. C.S. §§ 708(a)(5) – To review and discuss agency business which, if conducted in public, would violate a lawful privilege or lead to the disclosure of information or confidentiality protected by law.

Board members present were: David Taylor, Marcella Arline, Matt

Ryan, Gail Hawkins Bush, and Anthony Alexander.

Guests present at the request of the Board were: Jane Swan, Mike Garman, Pat Hennessey, and Chris Barrett. All others left the meeting at this time.

No action was taken during Executive Session.

There being no further discussion and upon a motion being made, seconded and confirmed via roll call vote of all Board members present, the Board resumed open Session at 10:42 a.m.

## **IX. 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 10:42 AM.

Respectfully Submitted,  
Brandie Karpew