APPROVED

El Camino Real Charter High School

Minutes

Regular Board Meeting

4-23-2026 Regular Board Meeting

Date and Time
Thursday April 23, 2026 at 5:30 PM

Location
El Camino Real Charter High School - Media Center

5440 Valley Circle Woodland Hills CA 91367, and

15892 Standish Lane, Huntington Beach, CA 92647

Meeting can also be seen and heard at:

North Campus - 7401 Shoup Ave. West Hills CA 91307

REGULAR BOARD MEETING

For board meeting materials, please go to the school's main office, or call (818) 595-7500. Some board meeting materials are also posted on the school's website (https://ecrchs.net - click the ECR Board tab).

INSTRUCTIONS FOR PRESENTATIONS TO THE BOARD BY PARENTS AND OTHER MEETING ATTENDEES: El Camino Real Alliance ("ECRA") welcomes your participation at ECRA's Board meetings. The purpose of a public meeting of the Board of Directors ("Board") is to conduct the affairs of ECRA in public. Your participation assures us of continuing community

interest in our charter school. To assist you in the ease of speaking/ participating in our meetings, the following guidelines are provided:

PUBLIC COMMENTS

1. Agendas are available to all audience members at the door to the meeting.

2. “Request to Speak” forms are available to all audience members who wish to speak on any agenda items or under the general category of “Public Comments.” “Public Comments” is set aside for members of the audience to raise issues that are not specifically on the agenda. However, Due to public meeting laws, the Board can only listen to your issue, not respond or take action during the Public Comments periods. The Board may give direction to staff to respond to your concern or you may be offered the option of returning with a citizen-requested item.

NOTE: Public Comments, effective with the March 24th, 2022, Regular Board Meeting, are limited to two (2) minutes and total time allotted to all agenda and non-agenda items will not exceed thirty (30) minutes.

A member of the public who requires the use of a translator, in order to receive the same opportunity as others to directly address the Board, shall be permitted twice the allotted time to speak. The Board may give direction to staff to respond to your concern or you may be offered the option of returning with a citizen-requested item.

3. You may also complete a “Request to Speak” form to address the Board on Agenda items. With regard to such agenda items, you may specify the item(s) on your “Request to Speak” form and you will be given an opportunity to speak for up to three (3) minutes before the item is addressed, and total time allocated to agenda items will not exceed six (6) minutes for a Discussion item and nine (9) minutes per Vote item. A member of the public who requires the use of a translator, in order to receive the same opportunity as others to directly address the Board, shall be permitted twice the allotted time to speak, and the total allocated time shall be appropriately increased as well.

4. When addressing the Board, speakers are requested to state their name and adhere to the time limits set forth. In order to maintain allotted time limits, the Board Chair may modify speaker time allocations or the total amount of allotted time for an item.

5. Any public records relating to an agenda item for an Open Session of the Board which are distributed to all, or a majority of all, of the Board members shall be available for public inspection at 5440 Valley Circle Blvd., Woodland Hills, California, 91367.

IMPORTANT NOTE REGARDING PUBLIC COMMENTS: Effective September 2022, public comments presentations at all ECRA Regular and Special Board Meetings and at Committee Meetings must be made in person. There is no obligation on the part of the school to have a school official read public comments during inperson Board Meetings. Powered by BoardOnTrack 2 of 4 A member of the public is welcome to appear at the Board meeting to make a public comment or make arrangements with another person in attendance to speak on the person's behalf.

Consent Agenda: All matters listed under the consent agenda are considered by the Board to be routine and may be approved/enacted by the Board in one motion in the form listed below. Unless specifically requested by a Board member for further discussion or removed from the agenda, there will be no discussion of these items prior to the Board votes on them. The Executive Director recommends approval of all consent agenda items.

In compliance with the Americans with Disabilities Act (ADA) and upon request, El Camino Real Alliance may furnish reasonable auxiliary aids and services to qualified individuals with disabilities. Requests for disability related modifications or accommodations shall be made 24 hours prior to the meeting to David Hussey, in person, by email at comment@ecrchs.net, or by calling (818) 595-7500.

Directors Present
Brad Wright, Joe Kolkowitz, Linda Ibach, Steven Kofahl

Directors Absent
Alexandra Ramirez, Norris Gunby, Ronald Laws

Guests Present
David Hussey, Fernando Delgado, Vania Rodriguez

I. Opening Items

A. Call the Meeting to Order

Brad Wright called a meeting of the board of directors of El Camino Real Charter High School to order on Thursday Apr 23, 2026 at 5:30 PM.

B. Record Attendance and Guests

C. Pledge of Allegiance to the United States of America (USA)

Mr. David led Board member and guests in the Pledge of Allegiance to the United States of America (USA).

D. Public Comments

No public comments

E. Executive Director Update

Presenter: David Hussey

- Executive Director David Hussey thanked students, families, teachers, and staff for their efforts during the start of state testing.
- The school began administering the SBAC (Smarter Balanced Assessment Consortium) assessments for:
    - English Language Arts (ELA)
    - Mathematics
- The school successfully met the state-required 95% student participation threshold for math testing.
- ELA testing participation was at 93%, with remaining make-up tests still being completed.
- Juniors also completed the CAST (California Science Test), which measures performance under the Next Generation Science Standards.
- CAST participation rates reached approximately 90%.
- Special recognition was given to the testing team for coordinating testing efforts and ensuring student participation so scores would count toward state accountability measures.

Facilities and Campus Updates

- Construction on the front marquee has been ongoing for an extended period.
- Final approvals were recently received, allowing the project to move forward toward completion.
- The new marquee is expected to be completed between May 4 and May 15.
- The school plans to have the marquee fully operational by May 18 in preparation for graduation activities.

HVAC System Project

- The HVAC contractor received approval from Los Angeles Unified School District to proceed with work.
- Construction and excavation activities related to the HVAC installation are currently underway.
- If construction is not fully completed before graduation:
    - Steel plates will be placed over excavation pits for safety.

    - Temporary fencing will be removed to improve campus appearance during graduation events.

Graduation and Upcoming Events

- Graduation is scheduled for June 4.
- Additional details regarding:
    - Senior Wars Night
    - Graduation logistics and activities

  will be presented during the May board meeting.

F. Chief Business Officer Update

Enrollment Initiatives

- The administration is making a significant push to increase enrollment efforts for incoming students and families.
- Enrollment campaigns are focused on encouraging parents to complete registration and sign-up processes as early as possible.
- Early enrollment data is important for:
    - Improving forecasting models
    - Planning staffing and resources
    - Informing budgeting assumptions for the upcoming school year
- Leadership emphasized that obtaining accurate enrollment numbers early helps the school make more informed operational and financial decisions.

Teacher Laptop Rollout

- An update was provided regarding the teacher laptop initiative previously approved by the Board approximately two months earlier.
- The school expects to begin distributing the new teacher laptops during the following week.
- The rollout is intended to:
    - Improve staff technology resources
    - Support instructional effectiveness
    - Enhance operational efficiency for teachers and staff

Technology Integration and Digital Systems

- The school is implementing a National Bank Connector system designed to integrate multiple operational systems into a more seamless process.
- The new connector system will:
    - Improve communication between financial and operational platforms
    - Streamline workflows
    - Create a stronger digital footprint for school processes
    - Increase efficiency in administrative operations

- Leadership noted that the integration is part of a broader effort to modernize school systems and reduce manual processes.

Time and Attendance System Improvements

- The administration is also incorporating updates into the school's time and attendance system.
- The upgraded system is expected to:
  - Automate several administrative tasks
  - Reduce time-consuming manual work
  - Improve operational efficiency
  - Save significant staff hours previously spent on processing tasks
- Leadership emphasized that the technology upgrades are intended to make internal processes more efficient and scalable moving forward.

G. Board Chair Update

Presenter: Brad Wright

- Board members were invited to share any updates, comments, or topics regarding the schools.
- A discussion took place regarding team-related items and whether students receive them automatically or need to purchase them individually.

It was clarified that:

- Most participants are responsible for purchasing their own items.
- Teams may coordinate group orders together.
- Students can work with their team to place orders collectively while still paying individually.

Additional clarification was provided regarding patches/badges:

- Coaches retain possession of the patches or badges during the season.
- The patches are not immediately distributed to students.
- Coaches award the patches to students after they successfully complete the full season or required participation.
- Eric was welcomed back to the meeting. David, identified as Eric's brother, was also welcomed and acknowledged during the meeting.
- Special recognition and appreciation were given to Joyce Gunby for her leadership and contributions.

The board chair highlighted that Joyce Gunby:

- Served in multiple important roles, including principal, teacher, and doctor.
- Worked diligently to help create and support teacher-related initiatives.
- Assisted in guiding financial decisions and planning.

- Played an important role in helping preserve teaching positions and support staff stability.
- The board chair expressed sincere gratitude for her dedication, leadership, and efforts in supporting both teachers and the district's financial direction.

II. Consent

A. Approve Minutes of February 19, 2026 Finance and Investment Board Committee Meeting

Joe Kolkowitz made a motion to approve the minutes from Finance and Investment Board Committee Meeting on 02-19-26.
Steven Kofahl seconded the motion.
The board **VOTED** unanimously to approve the motion.

B. Approve Minutes of March 26, 2026 Regular Board meeting

Joe Kolkowitz made a motion to approve the minutes from Regular Board Meeting on 03-26-26.
Steven Kofahl seconded the motion.
The board **VOTED** unanimously to approve the motion.

C. Discuss and Vote on the March 2026 Check Registers

Joe Kolkowitz made a motion to Approve the March 2026 Check Registers.
Steven Kofahl seconded the motion.
The board **VOTED** unanimously to approve the motion.

D. Discuss and Vote on the March 2026 Credit Card Charges

Joe Kolkowitz made a motion to Approve the March 2026 Credit Card Charges.
Steven Kofahl seconded the motion.
The board **VOTED** unanimously to approve the motion.

E. Discuss and Vote the Awarding of the 2026-2027 E-Rate Network Project

E-Rate Bid Evaluation Worksheet – Network Electronics Project (2026 Funding Year)

- An E-Rate Bid Evaluation Worksheet was presented for the network electronics project for the 2026 funding year.
- The project/service under evaluation was identified as Network Electronics.
- A total of three vendors responded to the bid solicitation process.

Evaluation Criteria and Weighted Scoring System

- The evaluation criteria and weighted scoring system were reviewed:

    - Price of eligible products and services – weighted at 50% and identified as the most heavily weighted criterion.
    - Experience with the vendor and qualifications – weighted at 30%.
    - Accuracy of bid – weighted at 20%.
- Vendors were scored using raw rankings and weighted scores based on the evaluation criteria.

Vendors Evaluated

- Golden Star Technology, Inc.
- BDJtech
- GigaKOM

Final Vendor Rankings and Scores

- Golden Star Technology, Inc. received a final score/ranking of 100.
- GigaKOM received a final score/ranking of 90.
- BDJtech received a final score/ranking of 50.
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Joe Kolkowitz made a motion to Approve the Awarding of the 2026-2027 E-Rate Network Project.
Linda Ibach seconded the motion.
The board **VOTED** unanimously to approve the motion.

III. Governance

A. Discuss and Vote on the Rescheduling of the May Regular Board Meeting to May 14, 2026, and Canceling the May Finance and Investment Committee Meeting

Mr. Wright discussed adjustments to the upcoming board meeting schedule due to board members' availability and graduation-related commitments involving their children.
• The originally scheduled May 28 board meeting was proposed to be moved to May 14, 2026.
• Discussion included consolidating meetings to reduce scheduling conflicts and avoid holding
multiple separate meetings within the same period.
• Ms. Rodriguez agreed that a separate Finance and Investment Committee meeting would not be
necessary if topics could be consolidated into the May 14 board meeting.
• The proposal included canceling the standalone Finance and Investment Committee meeting
and combining its discussions with the May 14 board meeting agenda.
• It was confirmed that regular scheduling for June meetings would remain unchanged.

Joe Kolkowitz made a motion to Approve rescheduling the May Regular Board Meeting to May 14, 2026, and consolidating the May Finance and Investment Committee Meeting into the Regular Board Meeting.
Linda Ibach seconded the motion.
The board **VOTED** unanimously to approve the motion.

IV. Finance

A. March 2026 Investment Update

Investment Portfolio Performance

- The investment portfolio experienced a decline during March 2026 due to broader market conditions.
- The portfolio recorded a negative monthly return of approximately 5.6%.
- Despite the decline, the overall investment position remains positive.
- The object trust balance currently stands at approximately $34.4 million.

Key Factors Driving the March Decline

- Mr. Delgado explained that three major market forces contributed to the downturn:
  - **Equity market sell-off:**
    - Equities declined by approximately 5%.
    - This represented one of the most significant first-quarter declines seen since 2017.
  - **Fixed income decline:**
    - Bond yields increased, negatively impacting fixed income investments.
  - **Political and policy uncertainty:**
    - Ongoing uncertainty in political and economic policy contributed to market volatility and investor concern.

Fiscal Year Investment Context

- Mr. Delgado emphasized that, despite recent volatility, the district's investment activity remains positive overall for the fiscal year.
- Fiscal year investment gains currently total approximately 4.3%.
- Total investment returns amount to approximately $1.4 million year-to-date.

Retirement and Payment Activity

- The district has made nearly half a million dollars in retirement-related payments so far during the fiscal year.
- Even after these payments, the district's net investment position remains positive.

Total Investment Value

- As of March 31, 2026, the total investment value stands at approximately $42.9 million.
- This reflects growth from approximately $41.6 million as of July 1.

Market Outlook and Recommendations

- Mr. Delgado reported that markets began to rebound during April.
- The rebound was attributed in part to reduced concerns regarding economic and market pressures.
- However, volatility in the markets continues to remain a concern.
- At this time, the recommendation is to remain patient and avoid making significant changes to the investment strategy.

B. March 2026 Financial Update

OPEB Trust Account Update

- The OPEB trust account beginning balance as of July 1, 2025, was reported at $33,407,833.
- The ending balance as of March 2026 was reported at $34,402,558.
- The report reflected a monthly decline of 5.6%, consistent with the investment performance previously shared in the accompanying PowerPoint presentation.
- Total OPEB payments made to date were reported at $492,424.
- Total gains recorded to date were reported at $1,487,148.
- The financial update emphasized that despite the recent monthly market decline, the OPEB trust account continues to maintain positive overall gains.

C. Discuss and Vote on the Approval of School Credit Card Limit Increase

Credit Card Limit Increase Proposal

- Discussed a proposal to increase the school credit card limit from $100,000 to $150,000 per month.
- The requested increase represents an additional $50,000 monthly buffer to help accommodate periods of high spending activity.
- Mr. Delgado explained that the school is currently using approximately 86% of the existing limit during peak spending months.
- The increase is intended primarily for peak operational periods and is not expected to reflect normal monthly spending trends.
- The additional buffer would help avoid declined transactions related to:
    - Staff travel
    - Purchasing instructional and operational materials
    - Grant-funded expenditures
    - Professional learning and open enrollment expenses

Historical Credit Card Spending Trends

- Mr. Delgado presented historical credit card spending trends:
  - 2021 spending totaled approximately $143,000 due to a transition between credit card providers.
  - Typical annual spending has averaged around $300,000.
  - Fiscal year 2025 spending reached approximately $406,000.
  - Current projections estimate approximately $839,000 in spending for the current year.
  - This reflects approximately 71% growth in credit card usage.
- Mr. Delgado emphasized that the school benefits from a 60-day payment window and does not incur interest charges because balances are paid on time.

Business Office and Purchasing Practices

- Board members acknowledged that the business office has been effective in:
  - Paying expenses promptly
  - Preventing late payments
  - Reducing the need for staff to pay out-of-pocket and seek reimbursement later
- Administration explained that staff are being encouraged to stop using personal credit cards for school purchases because:
  - Reimbursement tracking is more difficult
  - Receipts submitted after purchases reduce spending visibility
  - School-issued cards improve accounting oversight and transparency
  - Direct expense tracking provides better financial controls

Monthly Spending Activity

- Mr. Delgado reviewed monthly spending activity and noted that:
  - March 2025 and March 2026 spending levels nearly reached the current $100,000 ceiling.
  - March and April are traditionally the heaviest spending months due to:
    - Spring travel
    - Open enrollment activities
    - Professional development expenses
    - Deadline-driven grant expenditures

Purpose of the Proposed Increase

- The proposed increase to a $150,000 limit is intended to prevent:
  - Transaction declines
  - Operational delays
  - Reverting to employee reimbursements
  - Risk of losing grant funds that must be spent before deadlines

- Mr. Delgado stated that unspent restricted funding may need to be returned if not used before grant deadlines.

CalCard and Financial Oversight

- The business office identified the school's current purchasing process through CalCard as the preferred method because:
  - Transactions integrate directly into NetSuite accounting software
  - Monthly reconciliation is more efficient
  - Financial reporting is more accurate and transparent
- A board member suggested the school may have leverage to negotiate additional banking benefits or incentives due to the high monthly transaction volume of approximately $80,000–$90,000.
- Board members emphasized the importance of continued financial oversight even if the higher limit is approved.
- The board specifically requested:
  - Continued review of spending documentation
  - Ongoing due diligence by the Finance Committee
  - Assurance that the increased limit would not encourage unnecessary spending
  - Continued accountability and transparency in card usage
- The discussion concluded with reaffirmation that the board will continue monitoring credit card activity carefully and require proper documentation for expenditures.

Joe Kolkowitz made a motion to Approve the School Credit Card Limit Increase.
Brad Wright seconded the motion.
The board **VOTED** unanimously to approve the motion.

D. Discuss and Vote on the Approval of the 2024-2025 IRS Form 990 (Non-Profit Tax Return)

Overview of Presentation

- The presentation covered:
  - Explanation of IRS Form 990
  - Overall financial overview of the high school
  - Revenue and expense details
  - Executive compensation disclosures
  - Governance and compliance requirements
  - Financial position and key takeaways for the Board

Explanation of IRS Form 990

- Mr. Delgado explained that Form 990 is the annual IRS information return required for tax-exempt organizations.

- Although the organization is tax exempt, the IRS still requires annual reporting and financial transparency documentation.
- The form provides public disclosure of the organization's finances, governance, compensation, and compliance practices.

Financial Overview and Operating Position

- Discussion clarified the difference between:
  - Operating income/loss
  - Net assets and investment-related gains
- Mr. Delgado explained that:
  - The school's operating result reflects money coming in versus money going out.
  - Investment income and reserve earnings help offset operational deficits.
  - Investment reserves generated approximately $1.8 million in investment-related earnings, helping strengthen overall net assets.

Revenue Analysis

- Total revenue decreased year-over-year.
- Revenue from enrollment and Average Daily Attendance (ADA/APA funding) increased.
- Government grants declined significantly by approximately $5.7 million.
- The decline was largely attributed to the expiration of one-time COVID-related funding sources.

Revenue Deep Dive

- The presentation highlighted a $6.3 million year-over-year revenue decline.
- Key revenue sources discussed:
  - Government grants tied to LCFF funding and broker decreases
  - Program service revenue connected to the international student division
  - Investment income totaling approximately $2.2 million from dividends and interest
- The investment portfolio increased by approximately $547,000, growing to about $8.1 million in value.

Expense Breakdown

- Major expense categories were reviewed:
  - Salaries and benefits represented approximately 70.5% of expenses
  - Books and supplies accounted for approximately 6.7%
  - Professional fees accounted for approximately 6.2%
  - Occupancy costs, including buildings and utilities, represented approximately 5.2%
  - Substitute teachers represented approximately 2.7%

    - Charter authorizer fees represented approximately 2% of the budget

Executive Compensation Disclosure

- Executive compensation information included:
    - W-2 compensation
    - Health and benefit costs
    - STRS retirement contributions
    - Other compensation disclosures
- Mr. Delgado emphasized that all compensation information is publicly available through Form 990 disclosures.
- It was noted that third-party websites often publish or summarize this data publicly.

Independent Contractors and Vendor Review

- The Board reviewed major independent contractors and vendors, including:
    - Substitute teaching service vendors
    - Special education service providers
    - Technology services vendors
    - Allied private investigation services
- Discussion included transitioning to a new vendor arrangement that would provide:
    - Lower costs
    - More comprehensive services
- Leadership stated the long-term goal is to consolidate vendor services for efficiency.

Net Assets and Financial Position

- The organization reported:
    - Total net assets increasing from approximately $47 million to approximately $50 million
    - Liabilities increasing from approximately $6.9 million to $10.5 million
- The increase in net assets was attributed primarily to:
    - Unrealized investment gains
    - Investment portfolio performance
- Mr. Delgado clarified that:
    - Approximately $3.34 million of gains were unrealized/non-cash gains
    - These gains reflected investment valuation increases rather than immediately available cash.

Governance and Compliance Review

- Governance and compliance requirements were reviewed and confirmed:
    - All seven Board members are considered independent
    - Conflict of interest policy is in place
    - Written whistleblower policy exists

- Written document retention policy exists
- Executive Director compensation was established using comparability data
- Financial statements are independently audited
- Schedule E non-discrimination policies are posted publicly
- No committees possess independent authority to act on behalf of the Board
- No unrelated business income was reported
- No additional Form 990-T filing was required

Key Financial Takeaways

- Key concerns identified:
  - Revenue declined approximately 11.4%
  - Government grants decreased by approximately $5.7 million
  - Revenue pressures are tied largely to enrollment trends and expiration of COVID-era funding
  - The organization experienced an operating deficit of approximately $405,000
- Despite operational concerns:
  - The school remains in a positive financial position
  - Total assets remain strong at approximately $60 million
  - Leadership stated the school is not in financial distress
- Mr. Delgado emphasized the need for:
  - Continued monitoring of enrollment projections
  - Board attention to long-term revenue trends and financial planning

Steven Kofahl made a motion to Approve the 2024-2025 IRS Form 990 (Non-Profit Tax Return).
Joe Kolkowitz seconded the motion.
The board **VOTED** unanimously to approve the motion.

V. School Business

A. Discuss and Vote on the Approval of the Jostens Yearbook Contract

Yearbook Production Contract Discussion

- Discussion centered on a proposed three-year yearbook production contract with Jostens, presented by David Hussey.
- Presenter explained that the school had previously entered into only a one-year agreement with Jostens after transitioning away from former vendor Walsworth, which had been used for several years.
- The one-year arrangement was intended as a trial period so students and the yearbook sponsor could evaluate whether Jostens would provide the level of service and support promised.

- Mr. Hussey stated that both the students and the yearbook sponsor were highly satisfied with Jostens and enthusiastic about the partnership.

Positive Feedback Regarding Jostens

- Strong responsiveness to student requests and needs
- Reliable customer support and communication
- Additional yearbook features and extras appreciated by students
- High-quality print production and color quality
- Overall satisfaction with the final printed yearbooks
- Mr. Hussey noted that pricing was comparable to, and slightly lower than, previous vendors, although students were more focused on the quality of the product than on pricing.
- It was mentioned that most yearbooks generally cost between approximately $90 and $100 to produce.

Contract Term and Pricing Discussion

- Board members asked whether the three-year contract term was being required by Jostens or recommended internally by administration.
- Mr. Hussey clarified that the recommendation for a three-year agreement was coming from the school in order to secure stable, locked-in pricing over multiple years.
- The proposed contract pricing was reviewed as follows:
    - Year 1: $8,954
    - Year 2: $9,133
    - Year 3: $9,315
- Discussion highlighted that the pricing would remain locked in throughout the agreement regardless of market changes or future increases.

Printed vs. Digital Yearbooks

- Board members asked whether digital-format yearbook companies or alternatives had been explored.
- Mr. Hussey responded that students still strongly prefer printed yearbooks over fully digital formats.
- It was further noted that the school’s yearbooks consistently sell out each year, demonstrating continued strong student interest in printed copies.
- Mr. Hussey indicated willingness to explore digital options further while maintaining the current print-focused model.
- Overall discussion reflected positive support for continuing the partnership with Jostens due to student satisfaction, vendor responsiveness, product quality, and predictable long-term pricing.

Joe Kolkowitz made a motion to Approve the Jostens Yearbook Contract.
Linda Ibach seconded the motion.

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

B. Discuss the Marketing of the School Letterman Jackets

Board Chair Brad Wright and **Marketing and Outreach Coordinator Ricardo Covarrubias** presented updates regarding the school's marketing initiatives, with a primary focus on launching official school letterman jackets and expanding school branding efforts.

Letterman Jacket Initiative

- The administration introduced official school letterman jackets as part of an effort to strengthen school culture, student pride, and campus identity.
- The initiative is being developed in partnership with Jostens, a nationally recognized company known for school jackets, class rings, and graduation products.
- School leadership emphasized that El Camino had not previously offered official letterman jackets and viewed this as an important new tradition for students.
- The jackets are designed to be highly customizable:
    - Students can add their names.
    - Students may include patches representing athletics, academics, arts, clubs, leadership activities, and other accomplishments.
    - Additional customization options include school-level identifiers and activity-specific emblems.
- Leadership stressed that the jackets are not limited to athletes:
    - Academic achievements and arts participation are equally eligible for recognition.
    - Teachers may also present students with special pins or patches related to classroom accomplishments or program participation.
- The administration highlighted the importance of creating a unified school image by using one approved vendor and one consistent jacket design across all sports teams and student organizations.
- It was noted that all coaches and programs would be encouraged to use administration-approved jacket patterns to maintain consistency and branding.

Jacket Pricing and Accessibility

- Board Chair Brad Wright shared his own purchase experience as an example of leadership support for the program.
- Standard student jackets are expected to cost approximately:
    - Around $299 for the base jacket.
    - Approximately $320 if a hooded option is added.
- Costs may increase depending on the number of patches and customization selections chosen by students or families.
- Payment plans are available through the vendor to help make the jackets more affordable and accessible to students and families.

- School leadership emphasized that affordability was a major factor in selecting the vendor.

Student Interest and School Culture

- Several student groups and programs have already expressed interest in ordering jackets, including:
    - Cheer team
    - Baseball program
    - Step team
- Administrators noted positive student feedback and excitement surrounding the launch.
- Leadership expressed that the jackets could:
    - Increase student engagement and school spirit.
    - Encourage stronger participation in extracurricular activities.
    - Help improve campus culture and school identity.
    - Potentially support improved attendance by increasing student pride and connection to school.

Class Ring Program

- In addition to jackets, the school is introducing customizable class rings through Jostens.
- Class rings will be available to all grade levels, not only seniors.
- Students may customize rings with:
    - School branding
    - Athletics or extracurricular symbols
    - Personal achievements or interests
- Leadership described the rings as long-term memorabilia students could keep after graduation.
- A promotional offer was discussed:
    - Students purchasing a class ring before April 30 would receive a complimentary hoodie.
- The complimentary hoodie displayed school branding and served as an additional promotional tool.

Marketing and Outreach Efforts

- The school has already launched a broad marketing campaign for the jacket and ring program through:
    - Email communications
    - Text messaging
    - Social media
    - School newsletters
- Promotional materials include:

    - Images of the jackets
    - Information on class rings
    - Videos featuring testimonials and experiences from students nationwide.
- The school plans to expand visibility through:
    - QR codes displayed in hallways
    - QR codes placed on freshman device cases
    - Posters and campus signage
- Students will be able to scan QR codes directly to access ordering information and customization options.

Concerns Regarding Production Timelines

- Leadership discussed concerns about the long production timeline for jackets, which may take approximately three months for delivery.
- Administrators emphasized the need to:
    - Increase visibility and promotion quickly.
    - Coordinate more closely with Jostens representatives.
    - Ensure students receive products in a timely manner, particularly for athletic seasons and school events.
- Suggestions included:
    - Increasing vendor presence on campus.
    - Improving promotional displays.
    - Using more El Camino-specific marketing visuals so students can better envision themselves wearing the products.

Broader School Branding and Visibility

- Additional marketing initiatives were discussed beyond the jacket program.
- The school secured advertising space on a building located along Sherman Way to improve community visibility and reach students from nearby schools.
- Leadership emphasized the importance of modern marketing strategies beyond traditional newspaper advertising.
- The school is also promoting its student media and broadcasting programs:
    - ECR Royal Radio and student podcasting initiatives were highlighted.
    - A future billboard campaign is planned to advertise both the school and its media programs.
- Administrators noted that these efforts support vocational and career-focused pathways while expanding public awareness of the school’s offerings.

Vendor Selection and Due Diligence

- The administration reviewed multiple vendors before selecting Jostens.
- Factors influencing the decision included:
    - Competitive pricing
    - National experience working with schools

    - Brand familiarity
    - Flexibility in customization
    - More affordable options for students and families
- Leadership stated that the chosen vendor provided the best balance of affordability, quality, and customization opportunities for the student body.

Joe Kolkowitz made a motion to Move this agenda item after the Executive Director Update.
Steven Kofahl seconded the motion.
Board members voted to move the agenda item after the Executive Director Update
The board **VOTED** unanimously to approve the motion.
The board entered the closed session at 6:32 PM on the 23rd of April, 2026.

VI. Reconvene to Open Session

A. Report on Actions Taken in Closed Session, If Any

Reconvene to open session at 6:58 pm

Mr. Wright reported that there were no actions taken during the closed session and therefore nothing to report.

VII. Closing Items

A. Adjourn Meeting

Steven Kofahl made a motion to Adjourn the meeting.
Joe Kolkowitz seconded the motion.
The board **VOTED** unanimously to approve the motion.
There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 6:59 PM.

Respectfully Submitted,
Vania Rodriguez