



Eno River Academy

Governance Committee September Meeting

Published on September 9, 2025 at 12:19 PM EDT

Date and Time

Thursday September 11, 2025 at 2:30 PM EDT

Location

Zoom only

Agenda

	Purpose	Presenter	Time
I. Opening Items			2:30 PM
A. Record Attendance		David Nagel	1 m
B. Call the Meeting to Order		David Nagel	
C. Approve prior meeting minutes	Approve Minutes	David Nagel	2 m
Approve minutes for Governance Committee Meeting on August 14, 2025			
II. Governance Committee			2:33 PM
A. GC goals calendarized	Discuss	David Nagel	5 m
At a glance calendar of GC planned activities mapped to draft goals and GC owners of each			

	Purpose	Presenter	Time
B. Rechartering process Review process and align on GC involvement	Discuss	David Nagel	10 m
C. Board composition re-evaluation Discuss how we will re-evaluate ERA board composition and needs given our emerging five year strategic plan	Discuss	David Nagel	10 m
D. Board recruitment Discuss how we can more proactively recruit for board seats throughout the year	Discuss	Jeremy Greene	10 m
E. ED Evaluation Process Review and align to the ED eval process, template, and timings	Discuss	David Nagel	10 m
F. Defining ERA brand Guest speaker Dan Wyar from Rhodes Branding to discuss his proposed approach to helping define ERA's brand.	Discuss	Lindsey Sealy	30 m
G. Brand definition process Does GC support taking this work on now. If so, who from board will lead, who will participate and what are the key steps and timing to arrive at what output.	Discuss	Elliot Clark	15 m
III. Closing Items			4:03 PM
A. Adjourn Meeting	Vote		

Coversheet

Approve prior meeting minutes

Section:	I. Opening Items
Item:	C. Approve prior meeting minutes
Purpose:	Approve Minutes
Submitted by:	
Related Material:	Minutes for Governance Committee Meeting on August 14, 2025



Eno River Academy

Minutes

Governance Committee Meeting

Date and Time

Thursday August 14, 2025 at 2:30 PM

Location

Zoom only

Committee Members Present

David Nagel (remote), Elliot Clark (remote), Jeremy Greene (remote)

Committee Members Absent

None

Guests Present

Lindsey Sealy (remote)

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

David Nagel called a meeting of the Governance Committee Committee of Eno River Academy to order on Thursday Aug 14, 2025 at 2:30 PM.

II. Governance Committee

A.

Potential GC Goals for 2025-26

GC roundtable discussion surfaced five ideas for 2025 GC goals directed at bolstering board skills:

1. More intentionally recruit for board members ahead of the election process by communicating more about what the board does and the skills needed
2. Revamp the election process and questions on the application so that it is more clear what skills applicants have relative to what the board needs. Consider making this easier for the parent community to quickly ascertain best fit candidates
3. Add additional community board sets which are selected by existing board
4. Focus on recruiting non-board members with applicable skills to serve on committees
5. Tap into external sources of board talent/training such as the NC Center for Non-profits or the NCAPCS board interest list

B. Strategic Elements Roadmap

Dave introduced a template to capture full ERA strategy at a glance and another set of templates to capture a year by year set of activities to move ERA toward its vision. GC agreed that the template provided a useful summary of ERA's strategic elements and that the detail was appropriate for a board or external partner discussion. The belief is that this roadmap will facilitate cross-committee discussions on timing of activities so that we are all pulling in the same direction. The template also aligned with the five goal requirement of the NC re-chartering process, allowing us to repurpose it for that later this year. Lindsey to finish populating the template and share it with the full board at the upcoming retreat.

C. GC 2025-26 Meeting Calendar

GC agreed to meet bi-monthly at 2:30 p.m. on each of the following dates in 2025-26:

- Sept 11
- Nov 6
- Jan 8
- Mar 12
- May 14

Dave to add these dates to BoT

III. 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 3:53 PM.

Respectfully Submitted,
David Nagel

Documents used during the meeting

- 2025 GC Goal Setting.pdf

Coversheet

GC goals calendarized

Section: II. Governance Committee
Item: A. GC goals calendarized
Purpose: Discuss
Submitted by:
Related Material:
Governance Committee Goals and Calendar 2025-26 - DRAFT for Sept GC meeting.pptx

Governance Committee 2025-26 DRAFT Goals & Calendar

Sept 11 2025 GC Meeting

DRAFT Governance Committee Goals

Ensure Committee Open Meeting Compliance

- Dates/Agendas/Minutes posted on BoT (ongoing)
- GC: Regular Meetings 2nd Thurs bi-monthly at 2:30 pm. (ongoing)

Strengthen Board Composition

- Design & recommend board/committee recruitment processes (Nov)
- Design and recommend board election improvements (Mar)
- Recommend whether or not to add any new board seats (Nov)

Oversee Brand Strategy Development

- Define brand strategy scope and task force (Oct)
- Oversee task force process (Dec-Apr)
- Recommend brand strategy elements for board approval (May)

Oversee Charter Renewal Process

- Ensure accuracy and meet submission deadlines
- Attend focus group
- Board input and visibility



GC meeting calendar aligned to goals


	<u>Sept</u>	<u>Nov</u>	<u>Jan</u>	<u>Mar</u>	<u>May</u>
Board Composition (Dave)	Review prior work	Analysis, scenarios, trade-offs, recommend	By-law updates, if approved	Incorporate into election process, if approved	
Board Recruitment (Jeremy)	Brainstorm ideas	Analyze and finalize plans	Update on activity	Updated election process	
Charter Renewal (Dave)		Agree submission packet	Prep for focus groups		Respond to inquiries
Branding (Elliot)	Draft scope and approach	TBD			
ED Evaluation (Jeremy)	Review and agree to process		Mid yr feedback		Final feedback



APPENDIX

Board Meetings

Details

	LEVEL 1Basic	LEVEL 2Emerging	LEVEL 3Intermediate	LEVEL 4Advanced	LEVEL 5Excellent 
Yearly Meeting Plan					<div>BOARD</div> <div>Executive Director</div>
Board Meeting Agenda					<div>BOARD</div> <div>Executive Director</div>
Board Meeting Materials					<div>BOARD</div> <div>Executive Director</div>
Board Meeting Content	<div>Executive Director</div>			<div>BOARD</div>	
Board Meeting Facilitation					<div>BOARD</div> <div>Executive Director</div>
Board Meeting Minutes					<div>BOARD</div> <div>Executive Director</div>
Board Meeting Evaluation	<div>BOARD</div>				<div>Executive Director</div>
Open Meeting Law Compliance	<div>BOARD</div> <div>Executive Director</div>				



Board Composition Details



Board Size	BOARD Executive Director				
Previous Governance Experience	BOARD Executive Director				
Skills and Expertise		BOARD			Executive Director
Diversity	Executive Director		BOARD		
Level of Objectivity	Executive Director	BOARD			

Hide Answer key

Answer key for: Board Composition	
Board Size	<ul style="list-style-type: none">• 11 to 15 trustees
Previous Governance Experience	<ul style="list-style-type: none">• 75% or more of the board have previous governance experience
Skills and Expertise	<ul style="list-style-type: none">• 100% of the skills needed to govern effectively
Diversity	<ul style="list-style-type: none">• Board membership reflects the broadest level of ethnic, racial, gender, and geographical diversity.• The diversity of board members heightens the credibility of the board in the broader community's eyes.
Level of Objectivity	<ul style="list-style-type: none">• The board is able to maintain a very high level of objectivity when governing because:<ul style="list-style-type: none">◦ No trustees have any personal or business ties with the Executive Director, staff, or each other that could result in a conflict of interest (real or perceived) during decision-making.◦ Less than 25% of the board members are parents of students currently enrolled in the school.◦ The Executive Director is the only employee of the organization that is a member of the board.

Board Skills Summary

SKILLS SUMMARY	CURRENT <small>FY25-26</small> ⓘ	FY26-27 ⓘ	FY27-28 ⓘ
Academic Excellence	✓	⚠	?
Development	⚠	⚠	?
Facilities	✓	⚠	?
Finance	⚠	⚠	?
Governance	✓	✓	?
Human Resources	✓	✓	?
Key Qualities	✓	✓	?

✓

 Sufficient Expertise

⚠

 Minimal Expertise

✖

 Insufficient Expertise

?

 Insufficient Data

Source: [BoT Member Report Aug 12, 2025, self-reported data](#)

Board Goals & Accountability

Details

	<div>LEVEL 1</div> <div>Basic</div>	<div>LEVEL 2</div> <div>Emerging</div>	<div>LEVEL 3</div> <div>Intermediate</div>	<div>LEVEL 4</div> <div>Advanced</div>	<div>LEVEL 5</div> <div>Excellent</div>
Board Goals				BOARD	Executive Director
Accountability	Executive Director	BOARD			

Hide Answer key

Answer key for: Board Goals & Accountability	
Board Goals	<ul style="list-style-type: none">• The board has a clear set of goals for the year that clearly delineates how the board will add value to the organization.• The board has an effective and consistent process to measure progress towards achieving annual board goals.• Each board committee has a set of annual goals and an action plan that aligns with the overall board goals for the year.• Substantive committee work happens in between board meetings.
Accountability	<ul style="list-style-type: none">• Board members are aware of the time commitment expected to be an effective board member.• Each board member is held to the same standards.• 100% of the board members actively contribute to the success of the board.• There is a clear, transparent system to hold each board member accountable for contributing to the group and following through on expectations outlined in the trustee job description.• The work of the full board is evaluated on an annual basis.• The work of individual trustees is evaluated on an annual basis.• An annual individual trustee performance evaluation is used to determine who should be invited to continue to serve on the board.



	LEVEL 1 Basic	LEVEL 2 Emerging	LEVEL 3 Intermediate	LEVEL 4 Advanced	LEVEL 5 Excellent
Recruitment Plan	BOARD Executive Director				
Recruitment Process		BOARD Executive Director			
Board Recruitment Pipeline	BOARD Executive Director				
Role of the Executive Director in Board Recruitment	BOARD Executive Director				
Orientation	BOARD Executive Director				

[Hide Answer key](#)

Answer key for: Board Recruitment

Recruitment Plan	<ul style="list-style-type: none"> The board has a targeted three-year profile of the skills and expertise that will be need on the board. The board has a targeted annual board recruitment plan.
Recruitment Process	<ul style="list-style-type: none"> When recruiting new trustees, the board formally assesses: <ul style="list-style-type: none"> Each candidate's skill set to ensure a good fit with the board Whether the candidate truly has enough time to serve on this type of board (i.e., 6 to 10 hours a month) The candidate's philosophical alignment with the school's mission The candidate's ability to participate in group process The board requires a trial period for board candidates by having them serve on a board committee prior to being nominated to the full board. The selection process consistently adheres to a board approved nominating policy and process. There is a standard list of questions asked of all candidates. The strength of each candidate is evaluated numerically on a standard candidate-ranking sheet or scorecard.
Board Recruitment Pipeline	<ul style="list-style-type: none"> Non-board members serve on each board committee.
Role of the Executive Director in Board Recruitment	<ul style="list-style-type: none"> The Executive Director: <ul style="list-style-type: none"> Actively participates in the creation of the long-term board recruitment plan. Devotes significant time to helping identify, screen, and orient new trustees. Sees board recruitment as a vital leadership role, as the organization's Executive Director.
Orientation	<ul style="list-style-type: none"> New trustees receive an effective orientation.

Recommendation:

Form an ERA BoD Governance Committee (GC) focused on excellent Board governance & capabilities and achieving strategic outcomes

Governance Committee Scope of Responsibilities:

- **Ensure organizational strategic elements (mission, vision, ed plan, values, and branding), priorities & goals are defined and cascaded**
- **Ensure BoD receives ED and committee updates needed for effective oversight**
- **Manage annual board calendar**
- **Implement effective committee and task force structure:** align to ERA's needs/goals and charters/deliverables are defined and coordinated
- **Define optimal ERA board composition (size, skills, roles)**
- **Conduct board election process**
- **Lead ERA board education:** Attend trainings/events, glean best practices from other charter school boards, invite guests
- **Strengthen board capabilities:** Ensure new member orientation and onboarding and proactively plan for succession planning.
- **Drive strong governance and strive for continual improvement:** Lead board self-assessment process, set yearly GC goals, define activity plan, and monitor progress
- **Update By-laws:** Review and recommend changes to the bylaws, as needed to strengthen BoD mission and effectiveness
- **Update Policies:** Review and recommend changes to policies or new policies annually, as needed, except those policies falling directly under other committees such as fundraising, finance, and academics.

Membership:

- BoD Chair (serves as GC chair), BoD Vice Chair , One additional BoD member (consider same membership as ED Eval Committee)

Meeting Frequency:

- As needed, but at least quarterly, to achieve annual GC goals, activity plan, and deliverables

Deliverables to BoD:

- Recommended updates to strategic elements¹
- Direction on setting Annual Priorities and Goal Clarity
- Direction on Monitoring Performance
- Recommended committee and task force structure and charters¹
- Descriptions of skills needed for improved BoD composition
- Nominations for new board members and committee members
- Election process
- Recommended by-law changes including BoD size (when warranted)¹
- Recommended new or edited policies (when warranted)¹
- Annual retreat agenda and coordination
- BoD governance self-assessment mechanism
- Annual GC goals, calendarized activity plan, and progress update (quarterly)¹

¹ GC recommends and the board reviews and votes

Coversheet

Rechartering process

Section:	II. Governance Committee
Item:	B. Rechartering process
Purpose:	Discuss
Submitted by:	
Related Material:	Summary of Charter Renewal Process - Aug 2025.pdf

Summary of 2027 Charter Renewal Process

August 2025

Process summary derived from [OCS Renewals Training Webinar - 2027 Cohort](#)

Key state-level entities

NC General Assembly

- Legislative, broad policy, overall education framework, funding

NC State Board of Education (SBE)

- Specific rules and policies, appeals, and financial accountability
- Executive-level; appointed by governor plus Lt Governor, and Treasurer

Charter School Review Board (CSRB)

- Authority to grant, terminate, and renew charter agreements
- Members appointed by NC Senate, House, SBE, Superintendent, and Lt Governor

NC Dept of Public Instruction (DPI)

- Directly implements state's public-school laws at direction of SBE and Superintendent
- Curriculum stds, assessments, funding, support

Office of Charter Schools (OCS)

- Serve CSRB and manages authorizing processes
- Oversees CS accountabilities & renewals
- Supports CSs: Training, Navigate DPI, Tech Assist & Epicenter – document management platform

Year 1: OCS gets to know ERA

Aug 2025

**Renewal training
provided by OCS**

Nov 30, 2025

ERA submits information to Epicenter:

- Self study (mission, five goals, edu program, optional info)
- Charter
- Grad requirements
- Std discipline policy
- By-laws (12/31)
- Minutes (12/31)
- Optional: Academic Improvement Plan, 3-5 yr forecasted budget, and Strat plan

\$500 renewal fee

Jan-Jun 2026

ERA hosts OCS site visit

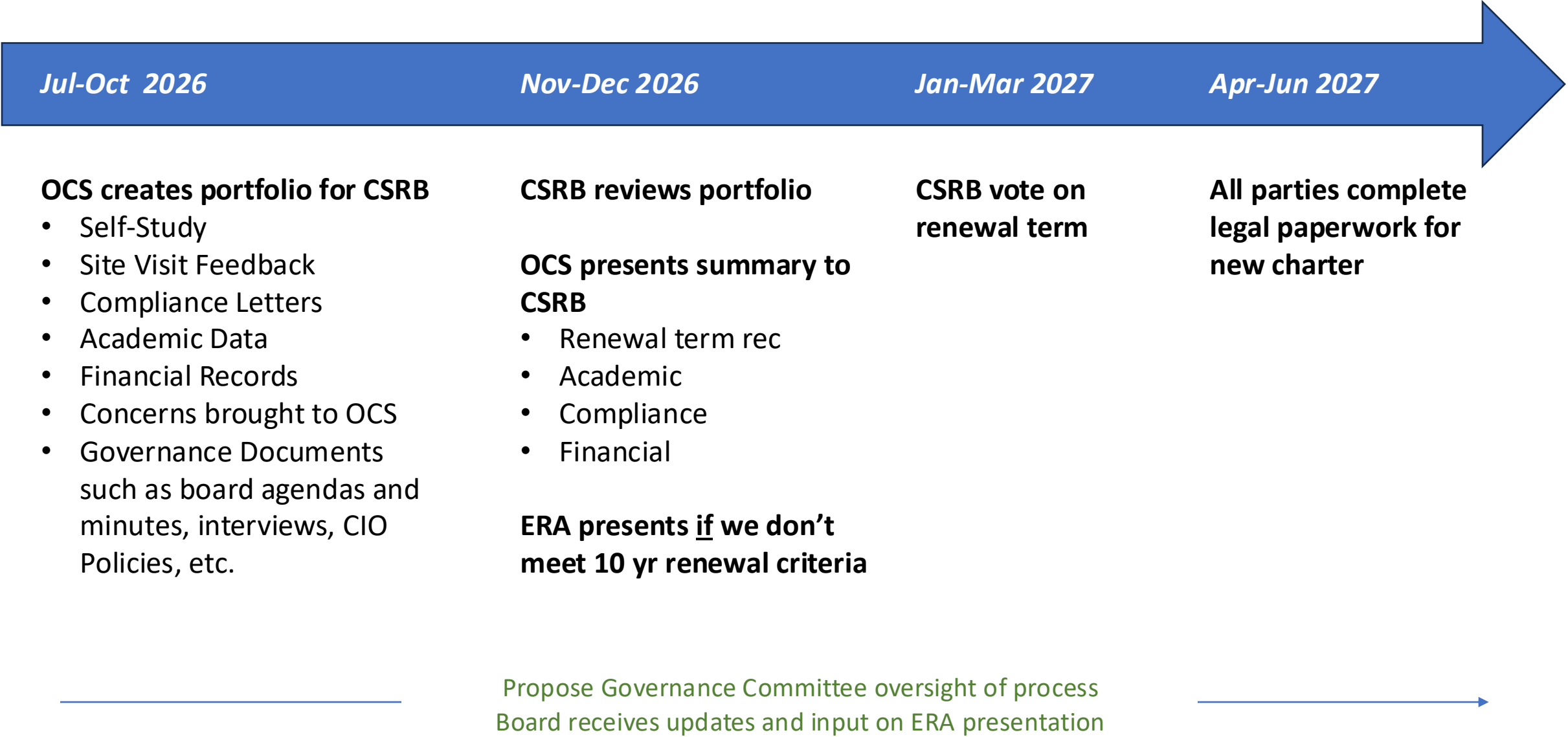
- School tour
- Classroom observation
- Four focus groups (parents, teachers, Board, Admin team)

OCS provides feedback

ERA provides any required follow-ups

Propose Governance Committee oversight of process
Board input on self study, focus group, and follow-ups

Year 2: CSRB decision-making





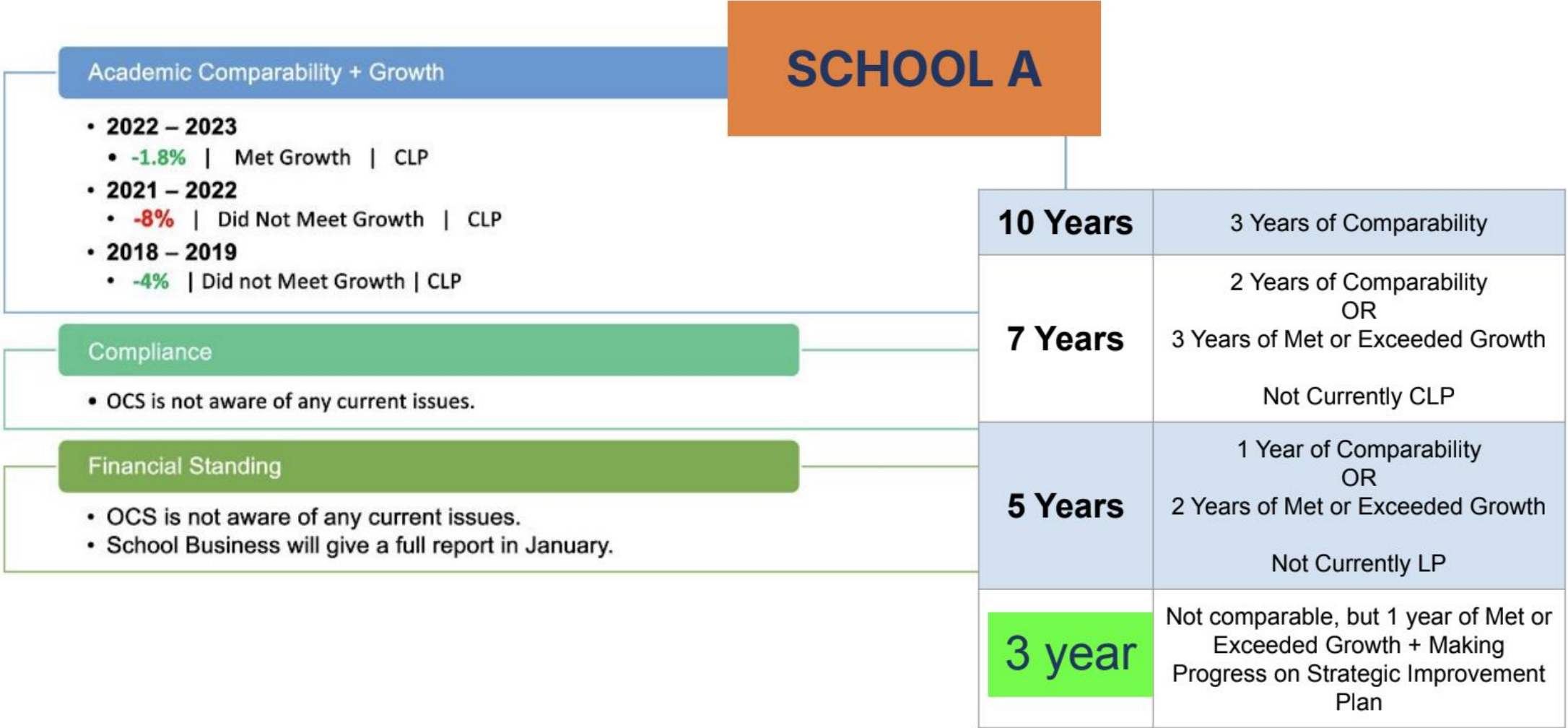
Renewal term determined using CHTR-007

Renewal Guidelines - CHTR-007			
Term	Academics	Compliance	Finance
10 Years	3 Years of Comparability	In compliance for immediately preceding 3 years	Financially sound audits for immediately preceding 3 years
7 Years	2 Years of Comparability OR 3 Years of Met or Exceeded Growth Not Currently CLP	No evidence of Compliance Issues in the past 2 years that would show a pattern of unresolved or persistent issues.	Financially sound audits for immediately preceding 2 years Not on Financial Non Compliance Disciplinary Status in immediately preceding 3 years
5 Years	1 Year of Comparability OR 2 Years of Met or Exceeded Growth Not Currently LP	No evidence of Compliance Issues in the past year that would show a pattern of unresolved or persistent issues.	Financially sound audits for immediately preceding 2 years Not on Financial Non Compliance Disciplinary Status in immediately preceding 2 years
3 Years	Not comparable, but 1 year of Met or Exceeded Growth + Making Progress on Strategic Improvement Plan	If Compliance Issues exist, there is a strategic improvement plan in place and making measurable progress toward meeting it.	Inability to provide sound audits for the immediately preceding year, but the strategic improvement plan to address issues.

The table above is a generalization of the Guidelines. All schools should read and be familiar with SBE Policy [CHTR-007](#) to get a full understanding of what it means for their renewal term.

Academic comparability is defined as a proficiency score that is no less than 5 points of the local school administrative unit's Composite score based on the EOG/EOC courses offered

Example A: OCS renewal recommendation



Coversheet

Board composition re-evaluation

Section:	II. Governance Committee
Item:	C. Board composition re-evaluation
Purpose:	Discuss
Submitted by:	
Related Material:	Board_Seats_Research_-_March_18_2025.pdf

Notes from Meeting with Jeremy and Margaret on 2.13

Margaret - connected with Voyager
 - Committees (3 per committee)

5 parents and 4 community

6 parents and 3 community

- Their bylaws maybe don't reflect exactly how many have to parents/community
- So many voting members etc.

Question: do our bylaws state that we have to have 6 parents and 1 community?

- Is there a way to be flexible

Question: do non voting board members count in the total number?

Question: at one point and time there were other staff/teachers on the board, would that be brought back?

Committee Work vs. Board Meeting Basis

Seems like 7 is a good number based on the size of our school

Want to know what needs improvement to add more BoD members → fitting the needs of direction of the school.

Traditionally it has been difficult to fill community seats.

Outcome:

1. **Keep 7** (6 parents and 1 community), but have a clear direction for the skills needed for the board for the open parent seat.
 - a. As a whole board, get clear in our direction and vision so we know what skill sets are missing.
 - b. How to make our board more efficient within this group
 - i. Committee Work
 - ii. Communicating when seats come open the skill set looking for
 - c. Don't want to be changing the bylaws every year. Let's give this time to marinate, now that we are getting our feet under us.
 - d. **Consider:** making the community seat a 2 year commitment vs. 1 year commitment.

These are all the North-Central K-12 Charter Schools:

School Name	Number of Board Members	Source
Neuse Charter School	7	Neuse Charter School Board of Directors
Chatham Charter School	4	Chatham Charter School Board of Directors
Rocky Mount Preparatory	5	Rocky Mount Prep Board of Directors
Franklin Academy	5	Franklin Academy Board of Directors
Falls Lake Academy	7	Falls Lake Academy Board of Directors
Wilson Prep	5	Wilson Prep Board Members

Triangle Math and Science	8	TMSA Board of Directors
Voyager	9	Voyager Board of Directors
Oxford Prep	5	Oxford Prep Board Members
Vance	15?	Vance Charter Board of Directors  VCS Board of Directors Committees <ul style="list-style-type: none"> - Recruitment - Policy Curriculum and Personnel - Finance - Building and Grounds - Executive
Henderson	9	Henderson Board Members 2 nonvoting
East Wake Academy	9	East Wake Board
Wake Prep Academy	7	Wake Prep Board

Coversheet

ED Evaluation Process

Section:	II. Governance Committee
Item:	E. ED Evaluation Process
Purpose:	Discuss
Submitted by:	
Related Material:	ERA ED Annual Evaluation Process.docx ERA ED 2025-26 Annual Evaluation Form - DRAFT TEMPLATE.docx



Executive Director Annual Evaluation Process

ERA's Executive Director performance evaluation is led by the Board's ED Evaluation Committee composed of the board chair, vice chair and one other board appointed member. The ED Evaluation Committee has accountability to the Board for completing the steps of an annual evaluation cycle and delivering a completed evaluation document in June for board approval. According to the timeline below, the Board approves the annual school goals in September and the final evaluation document the following June of each year. Completion of the steps outlined below is the joint responsibility of the ED Evaluation Committee and the Executive Director.

September

- Annual school goals board approved

January

- YTD data and evidence collected related to goals
- Mid-year discussion between ED and ED Eval Committee on YTD performance

April - May

- Review of data and evidence collected YTD related to goals
- Stakeholder 360 feedback
- End of year discussion between ED and ED Eval Committee on overall performance

June

- ED evaluation document board approved



ERA Executive Director Annual Evaluation Template 2025-26

SECTION I: PERFORMANCE ON SCHOOL GOALS

School Goal 1

List board approved School Goal #1

Executive Director Self-Assessment Rating Goal Met

Executive Director Self-Assessment Commentary

ED types text here, providing their perspective on performance against stated goal

Evaluation Committee Rating Goal Met

Evaluation Committee Commentary

Eval Team types text here, providing their perspective on performance against stated goal

[Repeat Section I for all other board approved school goals]

SECTION II: OVERALL PERFORMANCE

Executive Director Self-Assessment Commentary

ED types text here, providing a macro evaluation on performance, lessons, learned, and areas for continued focus moving forward

Evaluation Team Commentary

Eval team types text here, providing a macro evaluation on performance, lessons, learned, and areas for continued focus moving forward. This may be informed through 360 degree feedback from key stakeholders beyond the board.

Coversheet

Defining ERA brand

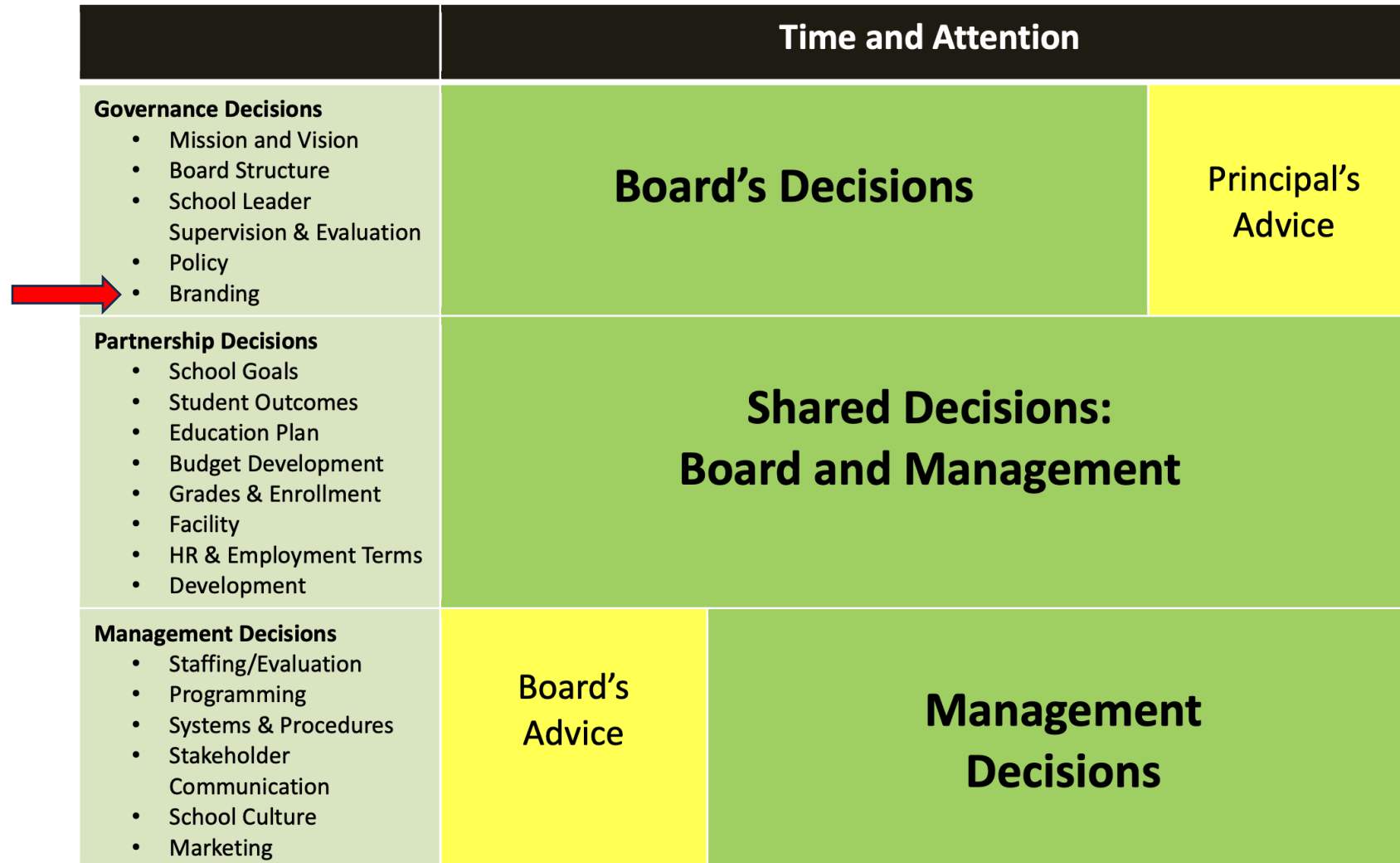
Section:	II. Governance Committee
Item:	F. Defining ERA brand
Purpose:	Discuss
Submitted by:	
Related Material:	Branding - Retreat Aug 2025.pdf Eno+River+Academy+-+July+28,+2025.pdf

Branding Overview

August 2025



Brand definition is a board topic



Source: *Leaders Building Leaders*

What is a Brand Definition

“A holistic representation of its identity, values, and how it wants to be perceived and experienced by its stakeholders.”

Tangible elements

(e.g. logos, colors, and fonts)



Intangible elements

(e.g. Differentiation, Core Messages, Narrative)

Consider how DA recently refreshed their brand image by clicking [here](#)
When you watch the DA video, how do they want to be perceived and identified?

Sources:

<https://www.apptegy.com/guides/comprehensive-guide-to-school-branding/>

<https://www.da.org/about/newsroom/brand>

ERA's Brand Guide specifies logo, colors, and fonts



Effective 9.8.16

Let’s be brand strategists for five minutes

Group 1
Prospective
Families

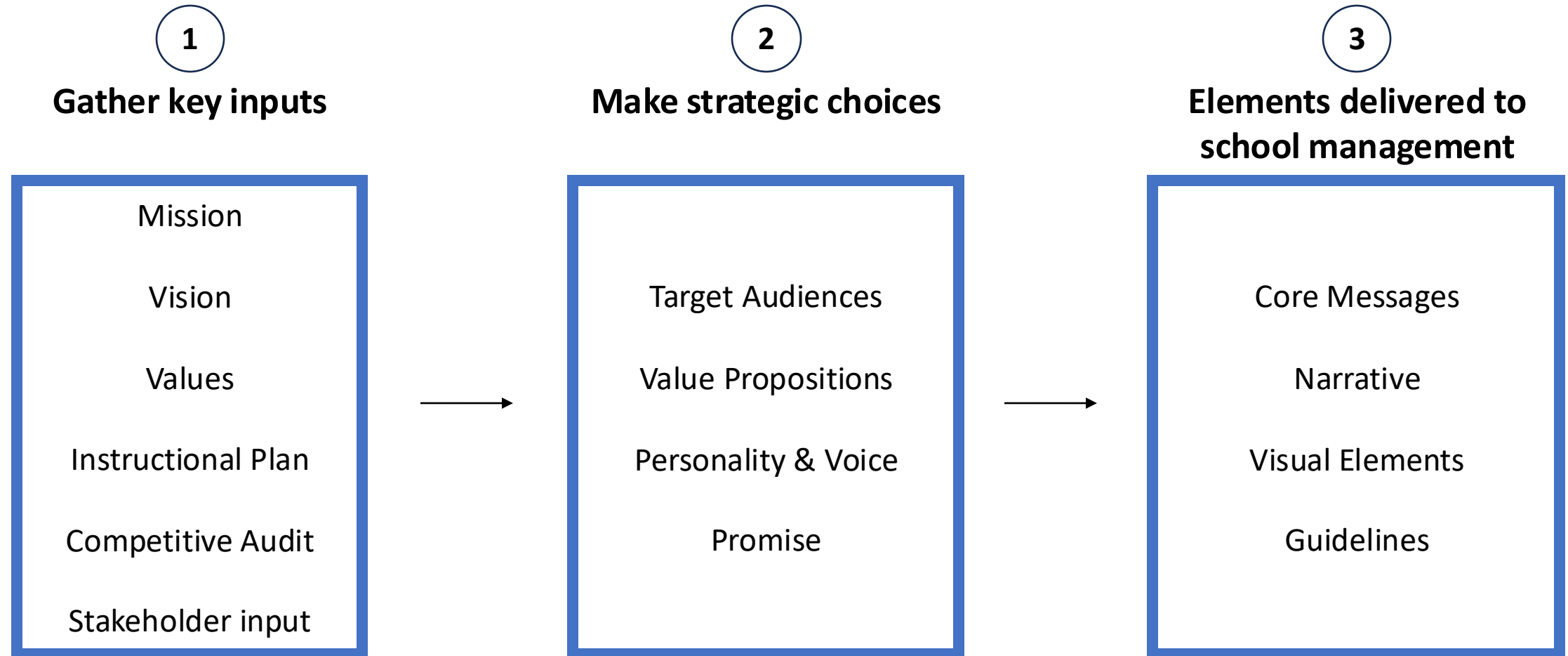
Group 2
Prospective
Teachers

Group 3
Prospective
Community Partners

For your target audience, describe
ERA’s competitors?

How does ERA want to be
perceived?

Carefully defining our brand takes some work ...



Source: Google AI Overview for prompt, "If a charter school board of directors wanted to define branding for the school, what would the definition need to include"

... and is frequently supported by an agency



Eno River Academy



Brevard Academy



(Development focused)

Voyager

Excelsior

Duke School



Carolina Achieve



Durham Academy

... and many others

Is ERA brand refinement a 2025-26 board priority?

If so ... Scope? Timing? Task Force? Agency?

Strategic Branding & Marketing Services

Eno River Academy

July 28, 2025



WHO WE ARE

Agency Overview

We are a strategic branding and marketing firm exclusively serving K-12 education.



WHO WE ARE

For the Kids

Our mission is to get kids running to school, not away from it. Improved education improves lives.



WHO WE ARE

For the Kids

1,600,000+

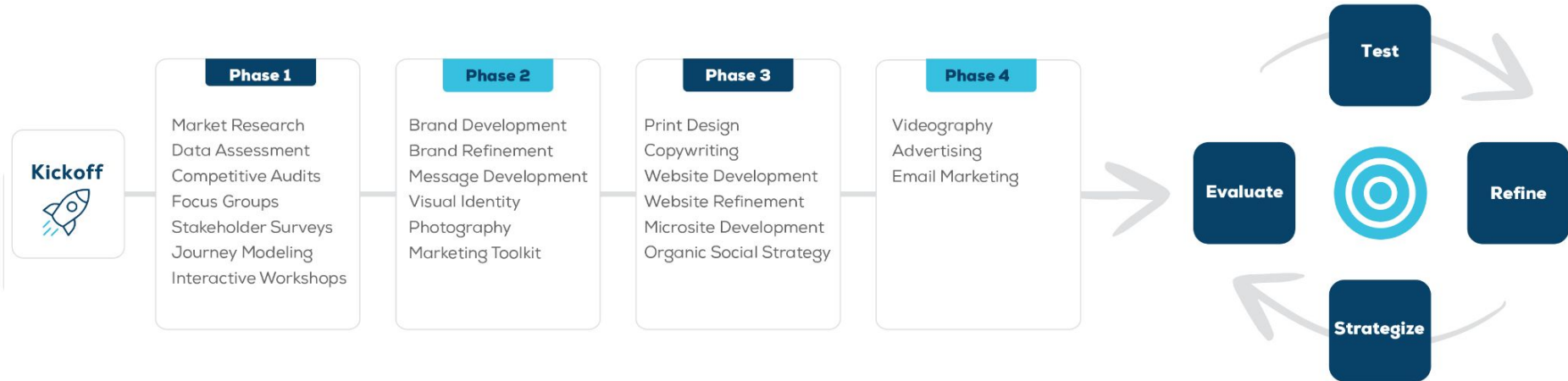
.....
STUDENTS SINCE 2019

10,000,000+

.....
STUDENTS BY 2033



PARTNERSHIP VISION



OUR SERVICES

Brand Insights Meetings

To build on the groundwork already completed, we'll facilitate structured conversations with internal and external stakeholders to deepen our understanding of the school's culture, aspirations, and identity. These sessions will ensure that all messaging aligns with your updated vision, values, and educational program model.

KEY DELIVERABLES:

- Up to five (5) facilitated insight meetings with staff, students, board members, and families
- Executive summary with key takeaways and strategic recommendations
- Refined target audience map

Timeline: 2 Weeks

OUR SERVICES

Brand Perceptions Survey

We'll design and administer a digital survey to capture how Eno River Academy is currently perceived by your key audiences. This data will validate insights from previous work and inform the direction of your messaging strategy.

KEY DELIVERABLES:

- Custom-designed brand perceptions survey (quantitative + qualitative)
- Survey deployment to internal and external audiences
- Data analysis report with trends, quotes, and key insights

Timeline: 3 Weeks

OUR SERVICES

Brand Immersion Workshop

This collaborative session brings together a curated mix of Eno River stakeholders to synthesize insights and begin shaping the school's unique story. The workshop is highly interactive and designed to surface language and ideas that resonate.

KEY DELIVERABLES:

- Facilitated Brand Immersion Workshop (virtual or in-person)
- Real-time feedback and engagement activities
- Post-session synthesis and direction setting

Timeline: 2 Weeks

OUR SERVICES

Message Development

With a shared understanding of Eno River's identity, we'll develop a practical messaging framework that articulates your promise, values, and differentiators in language tailored for each audience—families, staff, community partners, and more.

KEY DELIVERABLES:

.....

- Brand Messaging Guide with:
 - Vision alignment copy
 - Brand promise
 - Core message pillars and proof points
 - Audience-specific messaging (e.g., prospective families, staff, donors)
- Editable talking points and positioning statements

Timeline: 4 Weeks

OUR SERVICES

Marketing Support Package

To ensure your new messaging lives beyond a guide, we'll act as your outsourced marketing team, offering day-to-day execution with strategic oversight. Our team integrates seamlessly to help Eno River consistently communicate its story, attract new families, and keep internal stakeholders aligned.

STRATEGIES & DELIVERABLES:

.....

- Quarterly content calendars (social, digital, print)
- Graphic design support (templates, flyers, signage, etc.)
- Copywriting (emails, announcements, brochures)
- Website updates and content refreshes
- Enrollment campaign planning and execution
- Ongoing brand stewardship and quality control
- Monthly strategy and reporting calls
- Coordination with vendors, photographers, printers (as needed)
- Event or initiative promotion (virtual)

Timeline: 12 months

PROFESSIONAL FEES

Service	Fee
Brand Insights Meetings, Brand Perceptions Survey, Brand Immersion Workshop, Brand Messaging	\$22,040
Marketing Support Package (Monthly Fee)	\$3,970
Marketing Support Package (Annual Fee)	\$47,640



CASE STUDY

Brevard Academy

Enrollment Marketing Strategy

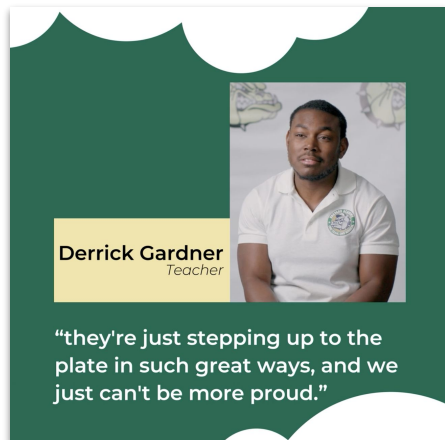
Brevard Academy partnered with Rhodes Branding in May 2023 for ongoing marketing and enrollment strategy support. We provided ongoing website refinements, photo and video production, social media management, and digital marketing to drive a 24% year-over-year increase in enrollment.



CASE STUDY

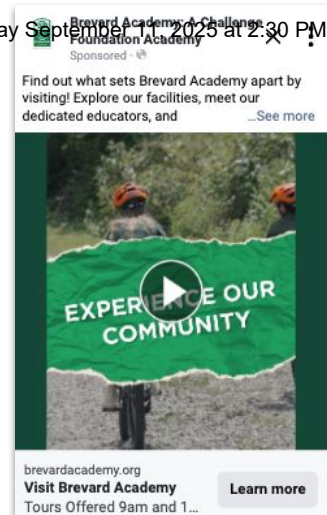
Brevard Academy

Creative Samples



Student, Teacher, and Parent Testimonials

<https://f.io/yZOeXQrQ>



Organic Meta

CASE STUDY

Brevard Academy

Messaging & Print

VALUE PROPOSITION STATEMENTS

The value proposition statement is the offer that drives our brand—it is what our school promises to the world.

To be used for:

Framing the case for enrollment recruitment.

OUR STATEMENT

Brevard Academy educates the future's creative leaders by providing a high-quality, holistic education that emphasizes academic excellence, critical thinking, and individual expression. Our

BRAND DEFINITION

PURPOSE

We exist to nurture creative leaders through a high-quality, holistic education.

VISION

To be the region's first-choice public charter school.

MISSION

To provide an enriching educational experience that fosters academic excellence and whole-child development.

VALUES

We value Teamwork, Integrity, Creativity

BELIEFS

- We believe in fostering a safe, nurturing environment.
- We believe in a holistic education that promotes high academic achievement.
- We believe in a socially, emotionally, and physically enriching environment.
- We believe in developing lifelong, curious, and confident learners.

IMPERATIVES

- We will foster creativity and individual expression.
- We will continue to expand our curriculum and enrichment offerings to nurture the whole child.
- We will maintain a culture of inclusion and diversity.
- We will promote strong community relationships.

OVERALL EQUITY

To provide a nurturing environment that prepares motivated, intellectually curious students.

BRAND CHARACTER

Positive, Quality, Trustworthy

VOICE

Supportive, Enriching, Inspirational

POINTS OF PARITY:

- A free public charter school offering a holistic education for K-8.
- Strong focus on academic excellence and rigorous curriculum.
- A supportive and engaged community of educators, parents, and students.

POINTS OF DIFFERENCE:

- Comprehensive extracurricular programs including arts, music, and STEM.
- Daily outdoor physical education and a no-cellphone policy in middle school.
- Empowered teachers have autonomy in designing and implementing the curriculum.
- Two dedicated school counselors who support students' social and emotional well-being.

INTERNAL

EXTERNAL



A Challenge Foundation Academy

Enrollment Lottery Now Open

Spots Available in All Grades K-8



At Brevard Academy, students are challenged to soar through:

- **Innovative curriculum** that fosters growth, curiosity, and academic achievement
- **A whole-child education** with an emphasis on extracurricular activities in music, arts, and outdoor adventure
- **A strong community** embracing cultural diversity and collaboration

Our lottery application will run on March 15.



Tell a friend or secure your child's spot today.

Help us reach full enrollment for the 2024-25 school year!



Brevard Academy: A Challenge Foundation Academy is a free, public charter school open to North Carolina residents.

brevardacademy.org



CLIENT TESTIMONIAL

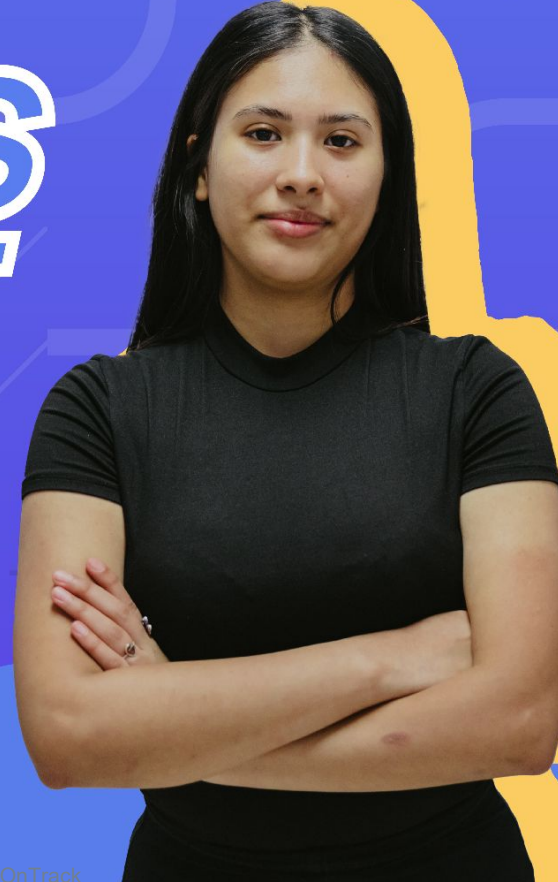
Cynthia Miles

TEXANS CAN ACADEMIES

"Rhodes truly helped our district define our vision for serving at-risk youth. With a strong professional team, they helped us "tell our story" through our flagship content. We have never had a statewide campaign as an organization. The entire team helped guide us through the creation of assets to highlight the great work we are doing with students. The team is professional, fun, and focused on bringing our vision to life!"



SUCCESS DOESN'T WAIT



MESSAGING GUIDELINES

Enrollment Narrative

A broader articulation of Texans Can's value proposition to guide and inform enrollment communications

Texans Can Academies offers the most flexible, accelerated education for earning your high school diploma. With a 4-day instructional week and job-ready skills training and certifications, we make sure you're on the path to a better, brighter future.

Campaign Theme

A compelling and powerful tagline that unites messaging across marketing channels and creative deliverables

Success Doesn't Wait

...ent stories and their shared experiences, this
...Texans Can Academies' student-centered approach
...school completion and economic independence.
...each student can choose how they define their
...to success.

TEXANS CAN ACADEMIES

Messaging Guidelines

CREATED BY RHODES BRANDING | MAY 2023

Talking Points

A prompt for differentiating a Texans Can education from a charter school or dropout recovery options

- Small class sizes and student-centered programs
- Flexible 4-hour or 8-hour schedules
- A 4-day instructional week
- Credit recovery options for on-time graduation
- Job-ready skills & certifications through Career & Technical Education (CTE) programs
- Multi-Tiered Systems of Support (MTSS) to ensure every student can thrive socially and emotionally

Positioning

A detailed articulation of what Texans Can is today

- A free public charter school offering an accelerated education for students in grades 9-12
- Made distinct by flexible schedules and a 4-day instructional week
- With opportunities for industry-based skills and certifications through Career and Technical Education (CTE) programs
- Enriched by dedicated teachers, counselors, and administrators who provide academic, social, and emotional support
- On 13 safe and secure campuses across 5 major cities

To be used for:
Informing brand content emphases, especially in general awareness-building communications.

OUT OF HOME



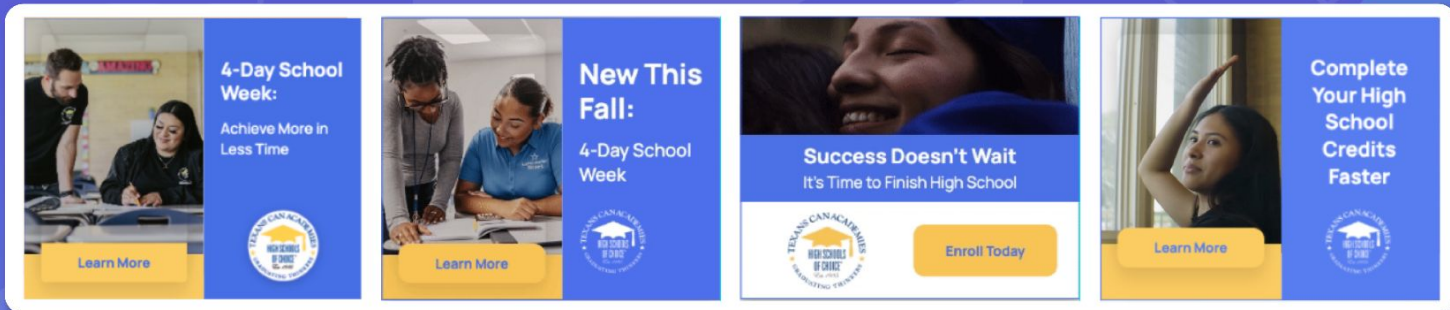
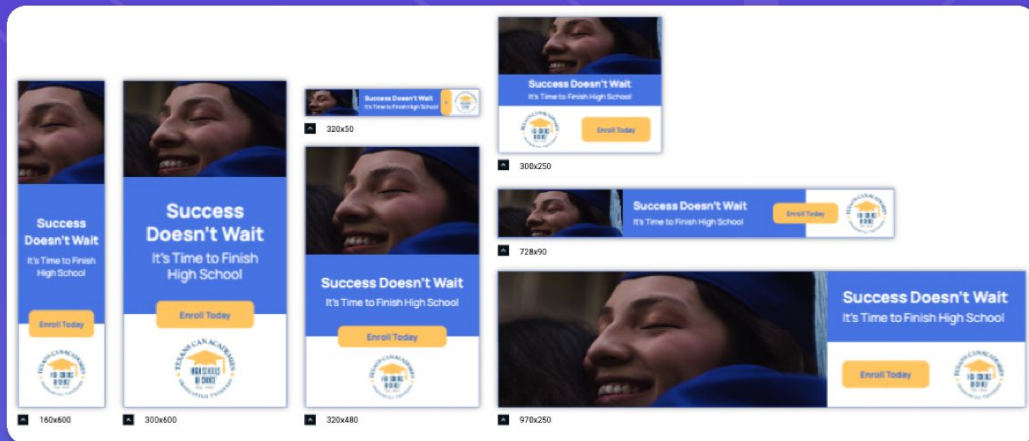


OUT OF HOME

PRINT COLLATERAL




DISPLAY



ONLINE VIDEO




1




Success Doesn't Wait - Texans Can Academies Flagship
Texans Can Academies - Communications • 1 view • 7 days ago

2



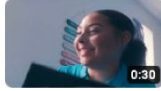
Renee & Bianay - Texans Can Academies Testimonials
Texans Can Academies - Communications • No views • 7 days ago

3




Jace - Texans Can Academies Testimonials
Texans Can Academies - Communications • No views • 7 days ago

4




Jasariah - Texans Can Academies Testimonials
Texans Can Academies - Communications • No views • 7 days ago

5



Amy & Coral - Texans Can Academies Testimonials
Texans Can Academies - Communications • No views • 6 days ago

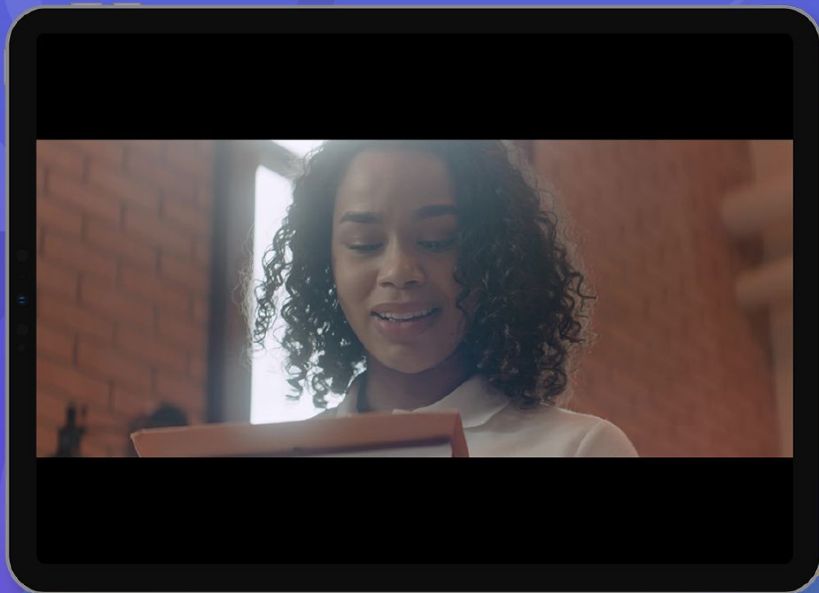
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Rolando (Houston Southwest Principal) - Texans Can Academies Testimonials
Texans Can Academies - Communications • No views • 6 days ago



CONNECTED TV

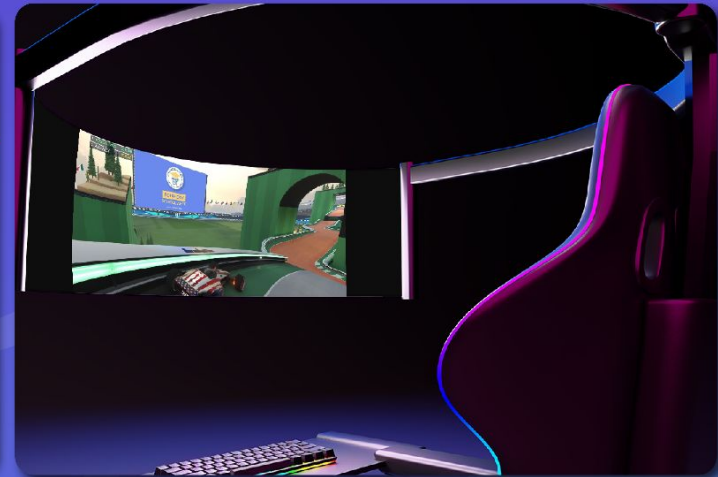




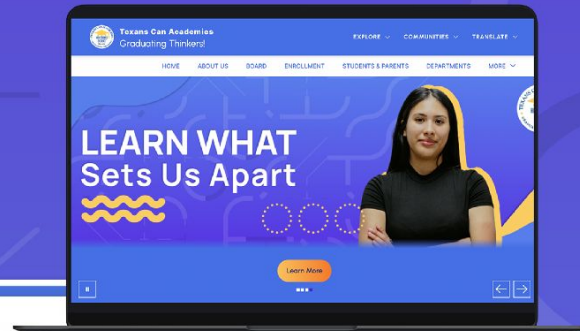
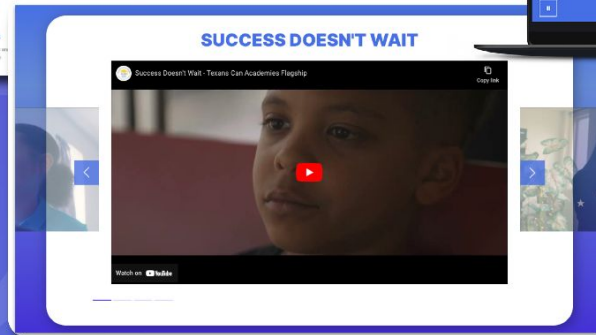
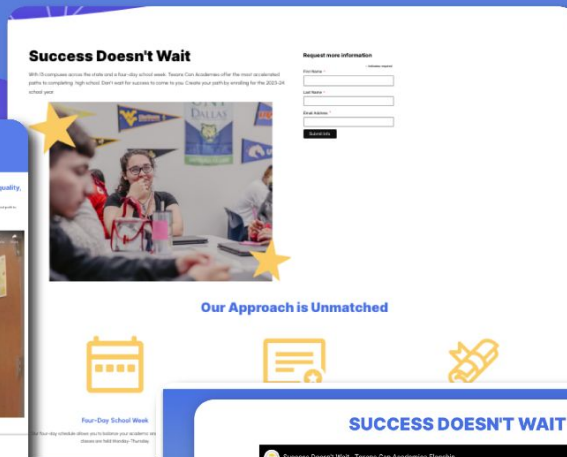
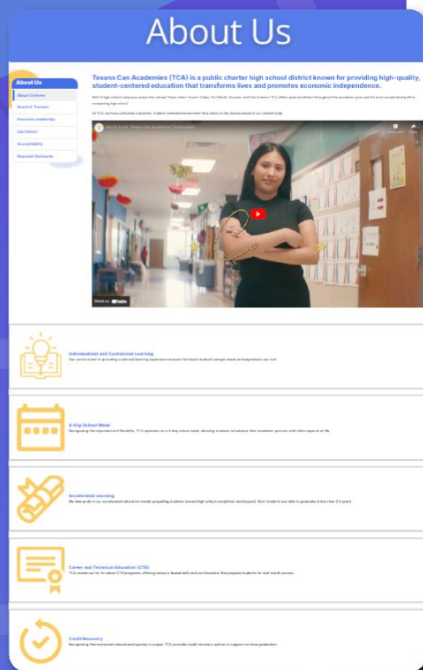
AUDIO




IN-GAME



WEBSITE & LANDING PAGES




EMAIL MARKETING



Balance life and learning with 4+1!


Texans Can Academics is committed to your success. That's why we're introducing a four-day school week across our campuses.


[Learn More](#)



Ready to take advantage of this opportunity?
Finish your registration today!

[Complete Registration](#)





Friend, great things are ahead of you at Texans Can!

My name is Rawly Sanchez, and it's my privilege to serve as principal of Texans Can Academy - Houston Hobby.

As you'll soon discover, our approach to education is unmatched. Here, you'll accelerate your path to high school graduation with:

- A four-day school week, giving you more time to balance life and learning;
- Dual enrollment, credit recovery options, and vocational programs to complete your credits faster;
- Unique program pathways and certificates that prepare you to be more competitive in the workplace; and
- A multi-tiered support system of teachers, counselors, and mental health professionals to help you every step of the way.

Plus, we're a 100% free public charter school! When you come ready to learn, there's nothing we can't do together.

It's time to define your success at Texans Can. Schedule your [onsite enrollment appointment](#) today!

Sincerely,

Rawly Sanchez

[Schedule Appointment](#)

SWAG BOX





Thank You!



DAN WYAR

President

Rhodes Branding

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