

APPROVED



Rochester Academy Charter School

Minutes

Board Meeting

Date and Time

Friday March 18, 2016 at 5:30 PM

Location

GENESEE CAMPUS

Trustees Present

D. Calder, G. Aktas, M. Gedemenli, M. Guler, W. Middleton, Y. Bilgic

Trustees Absent

J. Santos

Guests Present

D. Ozcan, M. Demirtas

I. Opening Items

A. Record Attendance and Guests

B. Call the Meeting to Order

M. Gedemenli called a meeting of the board of trustees of Rochester Academy Charter School to order on Friday Mar 18, 2016 at 6:12 PM.

C. Approve Minutes

M. Guler made a motion to approve minutes from the Board Meeting on 02-19-16 Board Meeting on 02-19-16.

G. Aktas seconded the motion.

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

D. Marketing Company Presentation

Last year completed messaging and website updated.

Current report on Marketing Plan:

Goal of increasing applications and building waiting list.

Market analysis to target potential students.

Consultation with faculty and administration of RACS, focus groups with parents and students.

Website is critical; parents do a lot of research on website.

Public Relations also very important.

Word of Mouth is our strongest referral, we need to develop an ambassador program.

Transit advertising on buses and shelters.

Radio is also effective.

We can't spread our advertising too thin, repetition is key and it won't work with too few ads on too many venues.

Public Relations:

- 1) Make sure that we continue to emphasize the quality and results of RACS.
- 2) Promote RACS, as community focused with volunteer opportunities for public services. Volunteering and developing students' as citizens, also do community service on a monthly basis, it is highly news worthy.
- 3) it is important that RACS involvement in community services on an ongoing basis rather than hit-and-run.

Plan:

- 1) Voter registration drive; Non-partisan. Will develop students' citizenship and draw notice of politicians.
- 2) Make peanut butter and jelly sandwiches for homeless with open door; this can be done on a monthly basis with a variety of activities. Open door can also provide education to students about homelessness and public service.
- 3) Be a participant in community service program in Greece to demonstrate the good neighbor that RACS will be in the Greece community.

RACS can make a good impression on the neighborhood by getting involved in community service in Greece, show them that they are lucky to have RACS in the community.

Focus on grass roots, low cost efforts along with paid advertising.

II. Academic Excellence

A.

Directors Report

Active Program for student recognition.

State Tests are coming up soon-tough to tell how we will do, expectation is that 8th grade will do fairly well, we have seen significant progress by students in both reading and math. Incentives to encourage participation and performance.

Will be running a "break academy".

Seventh Grade is more of a challenge, since they are new to us. However faculty members are doing an amazing job with the students.

We lost three students.

Submission applications are good, however next year we should have full enrollment at all grade levels.

We need to do an RFP (Request for Proposals) for the school architect; the one that we have been working for is asking about \$70K, which may be reasonable, but we need to know.

Other contingencies will wait (e.g., project manager etc.) will have to wait for the time being.

We will continue to follow the Rochester School District calendar.

M. Guler made a motion to that we approve the adoption of the school calendar.

D. Calder seconded the motion.

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

From the AE Committee

Joan will check into dual credit with MCC and RIT.

We are looking into setting up a foundation for RACS.

A college teaching student will be coming to the high school for tutor.

III. Finance, Facilities & Audit

A. Finances Review

As of 2-29

Have received 78% and spent 60% of the budget.

Cash on hand is good.

B. Finance Committee Recommendations

Financial Committee Recommendations:

1. Capitalization Policy Update

(Capitalization of Item \$2,000/ per item and \$20,000/ per bundle) (Voting Item)

2. Title I/II Grant applications were verbally informed. Needs board approval for informing. (FYI Item) TITLE I A&D IMPROV 179,304 09/01/15
08/31/16

TITLE IIA, TEACH/PR 11,403 09/01/15 08/31/16

3.15-16 Insurance numbers are below. Board review needed. (FYI item)

Type

Amount

Property Insurance

\$1,200,000

Earthquake & Flood

\$1,000,000

Utility Services

\$200,000

Blanket Business Income

\$1,500,000

Crime

\$950,000

Automobile

\$1,035,000

Directors & Officers

\$3,000,000

General Liability

\$4,000,000

Umbrella Liability

\$25,000,000

Excess Educators Liability

\$10,000,000

Excess Fiduciary Liability

\$3,000,000

Worker's Compensation

\$1,000,000

NY Disability

\$170/week

Student Accident

\$50,000

Catastrophic Student Accident

\$1,000,000

M. Guler made a motion to Approve item one from the FC recommendations, the other two are FYI.

Y. Bilgic seconded the motion.

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

We should bid out insurance services every few years.

IV. Other Business

A. New Hires List

Former Spanish Reacher Resigned, new one was hired.

G. Aktas made a motion to Approve the new hire and salary.

M. Guler seconded the motion.

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

V. 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 7:27 PM.

Respectfully Submitted,

W. Middleton