



RMAE Board of Directors MEETING

Date: August 14, 2014 6:30pm

LOCATION: Rocky Mountain Academy of Evergreen, Admin Building, Evergreen, CO

RMAE Vision Statement: RMAE envisions a community of parents, teachers, students and educational and business leaders working together to create a learning environment that encourages growth in character, academic achievement and the love of learning, resulting in responsible, productive citizens.

RMAE Mission Statement: RMAE inspires each student to pursue personal and academic excellence through an intellectually challenging Core Knowledge™ curriculum within a nurturing environment.

Document Revision: August 14, 2014

Document Approval: September , 2014

BOD Members in Attendance:

Dave Hadsell, President, Parent Representative
Alan Scheik, Vice President, Parent Representative
Thomas Seybold, Treasurer, Parent Representative
Jamie Price, Parent Representative
Cherie Mazurek, Teacher Representative
Doug Kittelsen, Community Representative
Brad Giles, Parent Representative
Kelli Anderson, Secretary, Parent Representative

BOD Members on Conference Call: None

BOD Members Absent: Ned Parker

Others in Attendance: Jon Tesseo

Call to Order & Pledge of Allegiance: 6:31

Reading of Vision & Mission

Public Comment: None

Consideration of Consent Agenda:

Motion: Dave made a motion to approve June 12, 2014 minutes. Jamie seconded.

Discussion: None **Vote:** Approved

Motion: Tom made a motion to approve July 10 and July 15, 2014 minutes with edits. Alan seconded.

Discussion: None **Vote:** Approved

Committee Reports:

AAA:

- Mary Gordon is new elementary teacher representative. Middle school representative still needed.

Financial:

- Tom Seybold reported.
- Tom met with Kathleen Askelson at Jeffco. Financial resources are available. We can enlist the help of Becky for payroll and Robin for the budget.

- Waiting for last minute (Oct. 1) FTE before finalizing numbers and asking for a board vote. Current FTE is 379. Using full PPR of \$6842 and full mill levy over ride number.
- Audit scheduled for first week of September. District will help incorporate bond payments into audit, which will show a better reflection of our financial status. In terms of reporting, there is a huge difference between 379 and 344 FTE.
- Jamie spoke with Kate and as expected, enrollment numbers surged after summer break. EMS has large classroom numbers and hopefully we'll get students.

RMAE Foundation:

- Jon Tesseo reported.
- The Foundation has \$120,000 in the checking account. \$80,000 was raised through 2013-2014 Annual Giving. \$20,000 raised through other fundraisers. Goal is to set up an endowment fund of \$100,000.
- Jon recommends an endowment in which the funds won't be permanently locked up – an interest bearing account, possibility a CD or money market. Would hope to grow. Goal is to use interest for school needs. This has always been a long term goal for foundation.
- Dave asked as we are forming committees, do you need foundation members? Yes, working on recruiting. Jon to prepare call for volunteers and send to Alan. Currently foundation meetings are second Monday of the month. Will switch to Tuesdays in the fall. All meetings are at 6:30pm. Foundation retreat to be scheduled within the month.
- Jamie questioned the role of foundation? We need to clarify and communicate goal to parents and present at State of the School. What is the relationship to RMAE and what is the value to RMAE?
- Annual giving message important. Could correspond with Colorado Gives Day but having difficulty with Secretary of State and filings. RMAE not registered as a non-profit. May postpone timing of AG once we know if Colorado Gives will move forward. Work with Alan and marketing committee on new AG message. Colorado Gives Day has a \$1million budget. Million dollars of matching money available split between non-profits.
- Tom thinks we are compliant with SOS, schools don't file 990's. Foundation has registered with SOS. If necessary, Alan will help file with SOS. Foundation filed forms with SOS. Tom will check with John Cutler to find RMAE tax ID number.
- 400 letters sent for sponsorship this summer. Call backs start in September. Sponsorship includes signage. Currently raised \$500.
- New Fundraiser: "Buy a Brick" – should this be offered to alumni, 8th, K? Will work on details and report at next meeting.

Human Resources: No report

Marketing:

- Alan Scheik reported.
- Alan presented marketing committee vision and strategy report.
- Goal: Streamline communication between all committees. One communication from Dr. Harrell per week, including information from all committees.
- Goal: Increase student enrollment.
- Goal Long Term: Word of mouth best, cheapest. Try to communicate personality of school. Let positive word of mouth market school (parents, students, board, teachers, and community). Need to promote success of students. Dave - this was not supported in the past. Need to stop being "shy" about our success. Huge percentages of RMAE graduates are successful in HS and college.
- Dr. Harrell suggested building a relationship with Jack Mayer, Jeffco Communications employee who used to work at Channel 9. He has great Evergreen connections. Jack compiled video/photos of Aug. 9 work day and will post on Jeffco and RMAE website. Another goal is to get exposure on TV.
- Requested a marketing budget of \$3,000-4,000. What is ROI? Where do we need be to increase enrollment? Will need to increase budget as marketing plan builds.
- Communication Vehicles – blog, website. Use free vehicles to promote. Committee will create a comprehensive plan. Need limited but focused ads for events. Know our audiences and who we want to reach? Promote all ideas mentioned throughout this marketing section.

- How do we increase/promote volunteerism? Julie Hushen created marketing flyer on RMAE volunteerism. Jon Tesseo – Foundation has tried to get support from local banks. Can we match parent banking with corporate matching? Program was unsuccessful last year. Alan – corporate matching is difficult.
- Doug – should we use direct comparison marketing? Alan – once created could be complicated. Should we use “sleepy” or “aggressive” marketing? Dave – need to promote successes of teachers.
- Brad – do we have a simple flyer to use for new parents in town? Use in realtor packets and at Chamber of Commerce. Need to find a way to distribute.
- Dave thanks for hard work and marketing enthusiasm.

PTO: No Report

Preschool: No Report

Facilities/Technology:

Technology:

- Alan Scheik reported.
- Technology person at RMAE is overwhelmed– web, network, and administration is actually 3 full time jobs.
- Security is a problem, we currently have no fire wall. In the past RMAE used web filters. Fire wall needs to be updated constantly with latest patches. 2 connections – Cbeyond and Comcast. Access control is limited, plus there is no management or control of user access.
- Primary server in a closet with no air conditioning. Need to replace hard drive with a proper back up. Funding necessary - \$2000-5000. Jon Tesseo may have 6 terabit servers to donate. Will get specs and operating system details to Alan.
- Ipad – no management system for Ipad, apps or imaging.
- 3 Stage Approach
 1. Ready for start of school – need firewall ASAP. Signed contract with company for \$200 per month. Tom explained how budget items work in the future. Network analysis completed. Phase 1 in process.
 2. Best School Model – Quotes from network/IT companies for remote operations. Committee reviewing quotes and costs. Alan recommends management of network remotely, but we may need tech person on-site to maintain daily teacher needs. Can teacher needs be fulfilled remotely? Dave suggested asking teachers for feedback prior to making network/IT decisions. Tom mentioned the district may ask for multiple bids. Alan is talking with companies and will get 3 bids if necessary per Jeffco. Phase 2 decisions: Network remote company or in-house (as in the past) tech support or a combination? TBD.
 3. Future Model – STEM needs road map. Need to evolve and develop. Phase 3 – TBD. Phase 2 needs to be solved first.
- Need education companies to help with future technology road map. What does technology future look like?
- Funding – Is the White Family technology money (\$14,000) available? Foundation to research if money could be used for Phase 1 and 2.

Facilities

- Jamie Price reported.
- Items currently in progress: Painting, weeding, cleaning storage units.
- Grounds assessment included a look at storage sheds used for musical instruments and PE equipment. Should we purchase another on-site shed instead of paying off-site storage fees? Staff can help facilities committee access use of inventory in sheds. Alan wondered if we had additional building could we rent shed space to MAMFA? Will neighbors complain about additional sheds? If off-site storage units aren't being used we need to empty and stop paying rent.
- Dr. Harrell will work on additional maintenance lists for parents.
- Jamie reported August 9 Clean Up Day was a huge success. Home Depot donated \$300 paint and supplies.

Director:

- Dr. Harrell reported.
- Public relations – Goal is to insure parent and student satisfaction, represent school as liaison to local organizations, community/media relations and parent/student outreach. Sherrie recommended reaching out to Clear Creek Courier newspaper.
- School Live Kiosk: running message board, advertiser supported – local and national. Is the board interested? Free standing unit. What revenue is expected? Discussion ensued – positive, negative impact? Marketing committee will investigate further.
- Parent Information Meeting: Jamie and Sherrie attended. Limited parent/family attendance, but a fabulous presentation. Teachers, parents and students presented.
- Attendance numbers: 359 enrolled. 344 FTE.
- Do we want to increase class size? Especially for third and fifth grade with wait lists. Sherrie mentioned classroom size is prohibitive and what is our maximum capacity per classroom based on Jeffco site plan? 420 is maximum enrollment.
- Current enrollment: 237 elementary. 122 middle school. Second column of chart shows how many more kids we can take per class.
- Why is 1st grade enrollment low? Jamie suggested PS (Debbie) recruits. Dr. Harrell will continue to work with PS.
- Telephones were down for weeks over the summer. Access could have deterred new parents.
- TCAP scores: Roberta working to gain administrative access and will update Board when available.
- Classroom/Student Spotlight: Special thanks to Sophie Gordon.
- Staff Development Week: Week of August 15. Board members invited to 8am staff breakfast. Meeting starts at 9am. Dr. Harrell suggested Board representative attend and welcome the staff back.
- Staff Update: New 1st grade teacher hired today – Payson Schotters. Opening: OT, part time in SPED. Technology – Lisa Rutenberg will be leaving RMAE. Business Manager/Administration:
 - Front Office – Dyann Bartlett with added HR responsibilities
 - Operations Manager – Kate Collier with added facilities and custodial and responsibilities
 - Financial Secretary – To be hired for accounts receivable, payable, etc. Utilize fees paid to Jeffco and use Jeffco. Tom noted our Charter school problems aren't unique.
 - Custodial Position – redesigned position. Seeking new hire.
- Dave explained the need to release Dina Walton prior to end of her contract. Decision made by Roberta, Dave and Alan. Best decision for financial security for school. Question: Can Dyann and Kate shoulder the extra responsibilities? Dr. Harrell reported Dyann met with HR from district and work load will be manageable. Kate is willing to handle facilities and custodial. Kelli wondered who will handle social media? Alan confirmed the marketing committee will make recommendations to cover social media. Dave asked how will this be communicated to parents? Dr. Harrell plans to communicate the first Thursday parent newsletter will layout changes. Doug reminded the board that the RMAE grapevine is fast, will Director Communication keep up? Suggested sooner rather than later to communicate staff changes. Dr. Harrell agreed. Sherrie suggested newsletter distribution includes staff.
- Operations: Storage areas – PE teacher requested the need to have a storage shed closer to field. Trying to become more “ecco” friendly. Recycle bin added to trash pickup service. New side walk installed thanks to the bond.
- How are we going to fill 35 vacant seats? Alan – create message we can all use. Also create ad for Canyon Courier. Marketing committee to create list of goals over the next 10 days. Committee will create ad and flyer message tomorrow. Doug – can we participate in Lake Concert? Alan –can we create a street sign? Dave – suggested creating a positive message around enrollment.
- Message recommendation from Doug: Small class size and maximum number per class. Plus we need to continue to build on the successes of our middle school.
- Alan knows website is lacking and may deter new students. Can we provide contact for new parents with current parents? Tom suggested we post on Schoolfinder.org Alan recommended RMAE build SEO activity. Doug suggested we attract K-6.

President: No Report

Old Business:

- Staff Appreciation Dinner – No board members are able to host. Julie Hushen volunteered her home. Each board member will contribute financially. Thursday, August 21, 2014. Julie will investigate costs. Expect 50 plus attendees.
- State of the School – Wednesday, September 17, 2014. 7pm. Bergen Fire Station. Dave will be in charge of agenda and details. Brad Giles will reserve Fire Station.

New Business:

- **Board Training Modules:**
- **Board Retreat** – Schedule 3-4 hour meeting. Do we need a league or district facilitator? Dr. Harrell will invite Jeffco representative. Doug will send tentative dates via email – Sept. 4, 6pm or Sept. 5, 3:30pm?

Action Items (to be completed at the next Board meeting): None

Board Comment: None

Next Meeting: September 11, 2014

Adjournment: 8:50 pm