

**Academia Antonia Alonso Charter School**  
**Board of Directors Meeting Minutes**  
**February 5<sup>th</sup>, 2014**

Attending: Brian Fahey, Nora Gonzalez, Jesús Urdiales, Maria Matos, Gary Ferguson, Shawn Stevens, Bill Hutchinson, Kathy Laskowski Alexis Simms, John DiMeglio (IS) Debbie Doordan (IS) Jane McGonegal (IS)

Meeting was called to order at 5:07 PM

I Minutes from January were approved

II **Performance Agreements**

- a. The agreements are standard per DOE. The purpose of the agreements is to set a standard by which we will be evaluated by DE DOE.
- b. Motion was made to approve the performance standards with the understanding that Gary is authorized to sign off on them. Motion was seconded and passed unanimously.

III **School Leader Update**

- a. Personnel Committee-A process has been developed for screening resumes and scheduling interviews. First interviews will be held in March.
- b. Facilities-The Committee has had several recent meetings with the CEB. Jesús has floorplans that are available to the Board and he has visited a retailer for furniture that matches our mission. The furniture is modular and is ideal for group work. The school will buy the furniture and own it goin forward. There is money in our budget to purchase furniture duing our first year. Riccardo will talk to the Cahrter School Network to see if there are any other schools that would like to purchase with us.
- c. Academic-The Committee met recently to develop a Professional Development calendar, to plan the first six weeks of school and to plan for other aspects of aligning our school as an Expeditionary Learning school.
- d. Marketing-Currently at 71 students. About one-fifth of families discovered the school from a friend, another fifth from the LACC, a fifth from conducting and internet search, a fifth from attending an information session at a community center and about another fifth from local media (bus ads, billboards, news journal articles and letters to editor.) A few families found out about us from flyers, and a few from contact with a board member. Given these splits, the Committee has decided to target media and public events, such as the movie nights, the kiosk at the mall, El Tiempo, Hoy Delaware, La Sabrosa, and local television.

The Committee members will also continue to visit several churches in the community. Jesús has been to several churches already. The Committee is changing language on the website to emphasize that there are limited spaces, that the school is free and that as a dual language school it will serve both English and Spanish language speakers.

There are several other plans underway to directly engage with the community. The public libraries have been very helpful. Several dates are set up for us to have bi-lingual story time and also to meet with parents. We are also planning to attend several neighborhood association meetings.

We have a marketing associate who is coming on board to help with all of these efforts.

## V **CMO Update**

- a. There are several enrollment events upcoming. Maria Matos suggested that these events occur at the LACC.
- b. Debbie and Don are going to meet with DOE next week to discuss charter modifications in case we do not meet our enrollment targets. IS will explore possible scenarios in case we do not meet our goal.
- c. Jane has been looking at several enrollment scenarios and their financial implications.
- d. Debbie distributed the work plan for the academic committee. Everything is on schedule. Several grant deadlines are upcoming.

## VI **Other Business**

- a. Riccardo has let us know that the CEB is looking for an experienced educator to become a CEO. This will not change our relationship with the CEB.
- b. We previously discussed the idea of a gift for referrals. It's probably not illegal, but it's probably not a good idea. It's a difficult policy to administer. We will not be pursuing that idea.

VII The Board moved into Executive Session

VIII Meeting adjourned at 6:31

The next Board meeting will be Wednesday, March 5<sup>th</sup>, at the LACC.

