

**eSucceed Charter School
Governance Board Agenda
Monday October 26, 2020
3:00 - 4:30 p.m. Regular Board Meeting
Zoom Link**

1. Call to order, roll call, and determination of a quorum (3:00pm)
In attendance: Kelly, Jeff, Brandon, Jim
Absent: Krystal
2. Approval of the agenda (3:05pm)
 1. Jeff motion to approve, seconded by Brandon
3. Approval of the minutes from the September Board meeting (3:05 pm) September Minutes
 1. Need to make sure we have more detail in minutes moving forward
 2. Jim moved to approve, Jeff seconded
4. Director and Authorizer Reports (3:10 - 3:40 pm, Michele)
 - 4.1 Daily operations/updates
 - Staffing Updates
 - Peter Munck, new Social Studies teacher – started this week
 - Collaborating already with MS SS teacher
 - Still looking for MS Math and Upper Elementary teacher
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 - 4.2 OnSite Monitoring - Rescheduled for November 9
 - Virtual Monitoring
Guide https://dpi.wi.gov/sites/default/files/imce/sms/Charter-Schools/2020-21_Virtual_Monitoring_Guide.pdf
 - On site monitoring Governance board
[questionshttps://docs.google.com/document/d/18uY6L0zpuMGKa-LrMSSObrfGAP36-YwpC-rbBDIvIPI/edit?usp=sharing](https://docs.google.com/document/d/18uY6L0zpuMGKa-LrMSSObrfGAP36-YwpC-rbBDIvIPI/edit?usp=sharing)
 - Rescheduled for Nov 9 – same time schedule
 - Be sure to review content before meeting
 - 4.3 Parent Advisory Meetings
 - Monday, November 16. 4:00-5:00
 - Tuesday, February 16. 5:00-6:00
 - Wednesday, May 19. 6:00-7:00
 - Reminder to be aware of dates
 - 4.4 eSucceed and EdVisions Partnership EdVisions Proposal
Regarding a move from CESA10 to EdVisions as a hiring body for eSucceed
See attached proposal – being reviewed by EdVisions

4.5 Financial Report (Wally) eSucceed Financial Report
2020-2021 Original Budget - Total Revenue FT students \$1,162,981

PT students not included in budget
Expecting a profit of \$81,308 for this year
Sources of Revenue = grand, open enrollment
Sources of Expenses: Staffing of teachers + admin assistant
\$45k tech support, \$25k advertising, \$28.8k Internet services/Jet packs
\$116,500 = Michele's contract + \$18,500 = prof dev portion of contract
\$457,925 – all non staffing expenses (computers, internet, tech support, advertising, Michele etc.)
Expect numbers to be stable
PT enrollment revenue will be added in later – 186 PT – almost a break even when you include expenses
Any cash flow issues? Not at this point – already received grant funding to help cover initial expenses
\$25k budget for marketing – based on last year's plans

5. New Business (3:40-4:30pm,) - Kelly

- 5.1 Minutes from Initial Technology Discussion – revisit
Minutes need to be put into more detail
Initial meeting on school with regard to Tech Discussion
Start-up school – no information on our needs
eSucceed will use the same tech support firm as the authorizing school district
Jeff stepped away from the discussion and abstained from the vote
All signed a Conflict of Interest Policy
No explicit contract from Chestnut for services

5.2 Conflict of Interest Policy Conflict of Interest Policy

Board members need to review and sign this on a yearly basis

Jeff – happy to get the school started

Now it's getting larger – want to have RFPs going out

Jeff – resign from the Board and bid on services

Recommend a 1 year contract during COVID times and then a 3 year

We should put an RFP together

Jeff would like to make a proposal at the November meeting

Michele will send out the signature page for the Conflict of Interest policy with the updated school name (eSucceed, not WIN) for each Board member to sign

5.3 Technology Bids

Need to get a proposal from Jeff for November

Jeff will share a list of all the services he provides to support eSucceed

Board will seek out bids from other tech services companies

5.4 Policy for full time/part time students

Working on tracking course work to determine graduation requirements

What do we consider a full-time student at eSucceed?

Michele recommends 4 core to be FT student – affects eligibility for sports

5.5 Digital Marketing Discussion

- MidWest Family Digital Marketing eSucceed campaign renewal Proposal
- KeyStone Click Research and Strategy proposal
Paid advertising insight proposal
- Current budget is \$25k – Social4edu should be a part of that budget, \$7000-8000/yr
- Need to select a firm for marketing
- Jim – second group a lot more on the ball, know what we needed, better handle on the issues and our needs, Keystone Click presentation is impressive, as compared to Midwest Family
- **Does Keystone Click have any results to share – outcomes, data, testimonials
- **Can we try a shorter term engagement with Keystone? – 3 months? 4 months? To get a feel for them
- **Can we lower the MR cost but offer a longer term contract?
- Jeff – second company is a marketing company first – very good about Google Analytics and stuff behind the scenes – drive data to modify search queries – Midwest is a radio company first and adding on digital marketing to add on to the business – seem like only canned reports
- Jeff – second company seems more vested than first one – want to focus on kids who will choose to be online post-covid –
- Michele – agree – Keystone was impressive
- Midwest \$2500-4000/mo
- KELLY – follow up with Keystone Click – get back with answers and then have a one-topic board meeting to vote

5.6 Board Updates

- Board Member Resignation
- Board Officers – Jim is willing to take over as VP in Jeff's role
Jeff could be the head of the Parent Advisory Committee
Kelly knows a potential candidate for the open Board position – Michele is speaking with her later this week – will invite her to the November Board meeting and then decide – if other Board members have recommendations please share

5.6 Bylaws(Kelly)

(<https://docs.google.com/document/d/1AZg60FVZyt60Ar7PWMOynAiQQL9oUkPNkZEhD5EaXK8/edi>)

Postpone for next month

6. Future Board Meetings 4th Monday of the month from 3:00-4:30

November 23, 2020
December 28, 2020
January 25, 2021
February 22, 2021
March 22, 2021
April 26, 2021
May 24, 2021

7. Adjourn

Motioned to adjourn at 4:30pm