

# DRAFT BOARD MINUTES

## **ASD Board Meeting December 12, 2012**

**Board Members Present:** David Alukonis, Heather Bobbitt, William Bonner, Jane Buck, Thomas Frischknecht, Kent Glossop, Karen Graham, Idina Holden, Patty Humphrey, Brandon Jackson, Lucille Jordan, Kim Lavalley, Heather MacDonald and Joel Preminger

**Board Members Absent:** None

**Non-voting Members Present:** Jennifer Cava, Dominique Dadekian and Doug Belley

**Others in Attendance:** Lizzie Cassady, Tracey Cassady, Tom Farrelly, Kym Harmon and Sue Ann Johnson

The meeting was called to order at 6:34 p.m.

### **1. Public Comments**

None.

### **2. Approval of Board Minutes from the Prior Meeting**

*Ms. Holden moved to approve the minutes from the October meeting with the change noted. The motion was seconded. All voted in favor.*

### **3. Items of Board Business**

- a. *Board Chairman* – Representatives from Cushman & Wakefield were introduced to the Board. They helped ASD to find both our current and previous locations, offering their services with very little compensation. Mr. Farrelly spoke to the Board, emphasizing the pleasure they have taken from helping the school. Ms. Lavalley presented a gift on behalf of the Board.
- b. *Board Treasurer* – The budget was shared with Board members by email prior to the meeting. Ms. Holden asked about the difference between forecast and budget for property tax. Ms. Harmon explained that the property tax amount was not well known at the time the budget was set. This has been offset by differences in forecast for income.

### **4. Director's Report**

- a. *Operations & Personnel Report* – ASDEF took the teachers out for a holiday lunch today during the teachers' workshop. Preliminary PSAT results are available. On average, 3.5% of the 1.5 million junior around the country will qualify as a national merit scholar. It looks like 5 or more ASD students will qualify, or approximately 20% of our juniors. The fire drills have been going well, which is reassuring that the school can be evacuated quickly. Estimates are underway for new labs so that we can make specific requests in our development efforts.
- b. *School Charitable Outreach Projects* – Students have raised almost \$500 selling hot chocolate for research on leukemia and lymphoma. Over 50 coats have been collected for Coats for Kids. 6<sup>th</sup> graders are working to raise money for charities they have selected. Two 6<sup>th</sup> graders have asked to start a program to work with seniors to help them understand how to use computers. We finished the food drive and are conducting a toy drive for donation to Elliott Hospital next week.
- c. *Admissions Update/Open House* – As of today there are 413 students enrolled. Ms. Dadekian reported that the school has processed: 52 complete applications,

# DRAFT BOARD MINUTES

37 for 6<sup>th</sup> grade, 5 for 7<sup>th</sup> grade, 3 for 8<sup>th</sup> grade, 1 for 9<sup>th</sup>. Of these, 1 6<sup>th</sup> grader is the child of Board member, and 4 6<sup>th</sup> graders and 1 7<sup>th</sup> grader are siblings. 8 incomplete applications have been processed, including 1 9<sup>th</sup> grader who is a sibling. The applications are still coming in and there is a stack which have not yet been processed. Applications are due December 17. The cafeteria was filled for both open houses so there is clearly a great deal of eagerness for enrollment. Ms. Cava thanked the faculty who participated in the open houses and answered questions for parents. Ms. Lavalley recognized Ms. Dadekian and Lizzie Cassady for their energy in getting teachers involved in the open houses. Mr. Frischknecht added that Ms. Lavalley has been putting in 4 hours a day to help with the admissions process. An article in *Nashua Telegraph* about ASD's admissions appeared this weekend.

Ms. Humphrey asked how many applications are needed. The short answer is that we have more than enough, but the amount of space per grade has not been determined yet. The lottery will be around February 21. Space estimates will be forecasted soon to support curriculum and personnel planning.

- d. *Annual Parent Fundraiser* – As of today, we have received \$54,609 in donations and pledges, representing 22% of families. About \$19,000 of the pledges are still outstanding. Ms. Buck said that her husband, Andrew French, will work with Ms. Cava on the parent fundraising drive, including another email appeal in January and a phone appeal of parent volunteers. We are also looking at how to get the students more involved and how smaller fundraisers could move us forward. This Friday there will be a gift-wrapping fundraiser in exchange for a suggested donation of \$3-\$5 for each present. Appeal requests will also be on ASD's Facebook page.

## 5. Faculty & Student Affairs Report

- a. *Faculty* – Mr. Belley introduced himself as the faculty's newly elected representative. He said the faculty appreciated their involvement in the open house and that they were able to leave by 7:30 in the evening the way it was organized. Mr. Belley indicated that retirement benefits are the biggest concern for the faculty. Mr. Jackson took a note to add this to the agenda for the Strategic Planning Committee.
- b. *Student Body* – Ms. Dadekian said the Student Council is trying to get more involved in raising money from the Annual Fund. They are looking for ideas on how to make more significant funds. Ms. Bobbitt suggested hot dogs on Fridays, as simple and high margin. Ms. Dadekian introduced Lizzie Cassady as the newly elected representative of the students. Ms. Cava congratulated Ms. Cassady for being accepted to Clarkson University and qualifying to graduate a year early.

## 6. Committee Reports

- a. *Communications* – Mr. Bonner noted that the website has received a face lift including a rotating graphic at the top of the page. Further changes will be coming. The committee is starting to collect data for content aimed at several constituencies: Parents of new and current students and college recruiters. Communications will also work with Outreach on corporate sponsorship, including noting the corporate sponsors on the website. Mr. Preminger is acting as liaison between Communications and Outreach. The committee identified steps for media protocols including monitoring news feeds for references to ASD, and coordinating comments on social media. Frequently Asked Questions will be on the website and can be used to respond with a more positive message. Ms. Cava will also work with the *Nashua Telegraph* to ensure they have positive news about the school.
- b. *Outreach* – 300 companies have been identified as possible sponsors and are under research. Ms. Buck has a team of volunteers working on the committee's

# DRAFT BOARD MINUTES

behalf. One volunteer is researching the possible companies. Once the research has been completed, additional companies and foundations will be added to the list for research. A second volunteer is working on community outreach, coordinating specific teacher requests. Many more companies are interested in funding projects than operating expenses. A 3<sup>rd</sup> volunteer is working on pulling together the strategy and the goals for parent outreach. Five Board members are actively targeting companies and a sixth Board member is being trained. The goal of \$30,000 received by the end of December will be missed, and the budget has been adjusted. There may be a utility company interested in donating service. There are opportunities that exist around grants. Plan for January is to adjust the strategy as more outreach occurs. We anticipate having a full portfolio as we move into early January. At that point, more volunteers will be recruited and trained. Once we have money we need to develop gratitude and follow up plans.

No companies that have been asked have refused, but some have expressed an interest on things like internships instead. Those have been deprioritized to allow focus on money. Ms. Bobbitt said a lot of this has been about planting seeds without any immediate funds forthcoming. The media follow up will help to reinforce ASD's position. Ms. Lavalley suggested coordinating with Ms. Cava to talk to the New Hampshire High Tech Council as well. Ms. Jordan suggested a commitment over a period of time to pay the salary for a specific position. Ms. Buck emphasized that at this point there are more ideas than people to implement and she will not be able to bring in more volunteers until January. Mr. Alukonis suggested another legislative open house. Ms. Jordan suggested this should be in January (Monday or Friday and include breakfast).

- c. *Personnel* – Ms. Lavalley reported that the committee finished the discipline/dismissal procedure and the ideas for the renewal/bonus matrix to be used. The employee handbook is being updated and reorganized. The charter renewal suggestions about the Director's goals have been completed. The committee is working on a plan for evaluating the director and setting goals for next year. Job descriptions for staff will be done starting in January.
- d. *Policy* – The committee met and reviewed policy BBB (Board member terms), which will not be changed. The field trip and volunteer policy have also been revisited and require additional research.
- e. *Strategic Planning & Finance* – The committee last month and has no specific updates.

## 7. Policy Review/Approvals

Ms. Holden moved that we confirm policies EB and EBBC as final. Dr. Graham seconded. All voted in favor with one abstention.

The members reviewed the proposed change to policy BBBA regarding Board member qualifications.

Ms. Bobbitt moved that the policy be accepted as written. Ms. Buck seconded the motion. All voted in favor.

## 8. Next Meeting

The next meeting will take place on Wednesday, January 9, at 6:30 p.m.

Save the date: All current and developing charter schools will be invited to ASD on Friday, March 15. All board members are welcome to participate. There may be Board specific activities that night.

# DRAFT BOARD MINUTES

Mr. Frischknecht closed by thanking the Board members for their work for the school.

The Board meeting adjourned at 7:54 p.m.

Respectfully submitted,

Idina Holden  
Secretary