

**New School High Board of Directors Meeting  
Virtual Organizational Meeting Minutes**

**Date:** Wednesday, June 16, 2021

**Time:** 6:30 pm

**Location:** Zoom Meeting ID 957 4195 0472 Passcode: 3sq6fn

**1. Call to Order and Roll Call**

The meeting was called to order by Nic at 6:35 pm.

Malverne Winborne administered the Oath of Office to Rick McCoy for a board membership term ending June 16, 2024.

Present: Sam Barresi, Nic Cooper, Carey Gary, Rick McCoy

Absent: Carolyn King, Joanne Lamar, Briana Sprague

Public: Shawn Hoffman (Schola), Malverne Winborne (EMU)

Administrator: Tracy Lynn (School Leader)

Recorder: Wendi Felgner

**2. Public Comment**

None

**3. Approval of Agenda**

Sam moved to have the Schola Update ahead of the organizational business. Carey seconded.

Roll Call Vote       Ayes: Sam, Nic, Carey, Rick

Nays: None

The amended agenda for the June 16 virtual organizational meeting was approved.

**4. 2020-21 Schola Update**

Shawn Hoffman (Schola) summarized Schola's services. Schola collected information from NSH in summer 2020 then pushed out social media & online ads in order to attract prospective families. Shawn shared NSH's Schola dashboard (on screen) and explained there was a lapse in communication with interested parents. Shawn said there were fifty-four leads in 2020. Schola anticipates 20% leads convert to an enrollment application. Shawn explained Schola's team can provide the communication, then explained the recent leads and applications. Rick asked Tracy why NSH did not convert or communicate with the leads in 2020. Tracy explained there wasn't time or staff available. Shawn agreed enrollments typically happen after the fifth contact and would not recommend the School Leader be the person responsible for contacting leads. Rick asked about plan costs. NSH had the \$5,000 per year plan. The plan with Schola's communication costs \$15,000 or an additional \$10,000. Sam clarified the services Schola has provided or will provide. Shawn said the team will continue to reach out to leads until the tenth or twelfth contact, for approximately two weeks. Schola has the NSH enrollment form and revamped some of the ads. Carey asked if the calling continues through the summer, if an application ends Schola's services or does Schola continue to contact families. Schola typically hands off at the completed application. Shawn shared resources (ex. weekly email campaign, advice, schedules) available to schools. After the application the communication should build community, not recruitment. Carey asked about teachers making calls. Tracy explained staff made calls in fall 2020. Rick offered what is feasible for NSH and making calls. Nic suggested NSH should examine the budget and engage NSH staff or volunteers for the community-building communication in order to land the leads. Shawn suggested high school students could be engaged; explained Schola's free webinars & Schola client-school workshops; and weekly meetings. Shawn exited the meeting at 7:12 pm.

Sam moved to approve the organizational meeting agenda as presented. Rick seconded.

Roll Call Vote       Ayes: Sam, Nic, Carey, Rick

Nays: None

#### **4. Action Items**

##### **1. Business**

- a. Approval of Amended By-laws (If needed)

Not needed.

- b. Election of Officers

Carey nominated Nic as President. Rick seconded. Rick proposed the Officers be the same in 2021-22 as 2020-21. Nic asked Sam about his availability. Sam explained his current commitments.

Roll Call Vote                   Ayes: Sam, Nic, Carey, Rick

Nays : None

The 2021-22 slate of officers (Cooper: President; McCoy: Vice President; King: Secretary; Sprague: Treasurer) was approved.

Wendi read appointments and designations from the resolutions in response to Rick's request.

- c. Appointment of Recording Secretary
- d. Adoption of Parliamentary Procedure
- e. Appointment of Legal Counsel
- f. Appointment of Independent Auditor
- g. Approval of Place for Posting and Person to Post Notices
- h. Adoption of Agenda format
- i. Approval of Public Comment
- j. Appointment of Title IX Coordinator, Freedom of Information Coordinator, Civil Rights Coordinator, McKinney-Vento Homeless Child and Youth Liaison, Asbestos Designee
- k. Appointment of Section 504 Designees (ADA)
- l. Appointment of School Safety Liaison and Safety Hotline Designee
- m. Adoption of Principal Print Media Source
- n. Approval of Application and Enrollment
- o. Designation of Chief Administrative Officer
- p. Designation of Service Providers Negotiation Personnel
- q. Designation of Depository of funds
- r. Designation of Board Members and Personnel Eligible to Sign Checks
- s. Appointment of Automatic Clearing House (ACH)/Electronic Transfer Officer
- t. Adoption of Schedule of Regular Meetings

Briana joined the meeting at 7:26 pm.

Rick moved to adopt all resolutions. Sam seconded.

Roll Call Vote                   Ayes: Sam, Nic, Carey, Rick, Briana

Nays: None

The 2021-22 resolutions were approved.

##### **5. Extended Public Comment**

None

##### **6. Comments from the Board**

None

##### **7. Adjournment**


Sam moved to adjourn the organizational meeting agenda. Rick seconded

Roll Call Vote                   Ayes: Sam, Nic, Carey, Rick, Briana

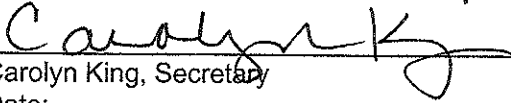
Nays: None.

The meeting adjourned at 7:34 pm.

Minutes Certification:

  
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Wendi Felgner, Recorder  
June 16, 2021

Approved by New School High Board of Directors

  
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Carolyn King, Secretary  
Date: