

T.R. Paul Academy of Arts and Knowledge

aka Northern Colorado Academy of Arts and Knowledge

January 10, 2009 8:00am
Board Room, 4512 McMurry, Fort Collins, CO 80525

Special Board Meeting Minutes

OPENING SECTION (20 minutes)

1. Call to Order

Time Started: 8:08

Board President

2. Roll Call

Board Members present in attendance:

(X) Eastman (X) Bauer (X) Cyr (X) Fries (X) Hughes

Board President

3. Pledge of Allegiance

Board President

4. Approval of Agenda

Motion: Move to adopt agenda as presented.

Motion made by: Cyr

Seconded: Bauer

Roll Call: unanimously approved

SCHOOL OVERSIGHT (0 minutes)

Not applicable during this Planning meeting.

Brief introductory discussion: Goals

Recommended book—*The Seven Outs* by Brian L. Carpenter

Reminder to review code of conduct

Brief history of the school (Terry Gogerty)

STRATEGIC DIRECTION (3 hours)

1. STUDENT ACHIEVEMENT

a) Student Achievement Goals

a. Discuss current test scores and metrics

- NWEA is not finished norming the winter tests, and DIBEL is in process of changing access password.
- To meet our 90-90-90 goals, we want to be in the 90th percentile with test scores.
- Based on our reports from teachers, we don't believe we'll be at 90 this year on CSAP, but likely will be next year.
- Strongest scores are in the K-2 grades. Upper grades are not as stable because we have an influx of students from other schools who have not had our curriculum.
- Up to now, our DIBEL scores were correlating closely with CSAP. Will look for similar correlation with NWEA, but don't know yet if we'll see it.
- Notes on our testing:
 1. CSAP tests whether we've taught state standards. However, it's only one test and it's highly structured; it's not necessarily a good representation of many of the students we have in an arts school. Many of our students think and solve problems differently. So

we've added other forms of testing to give a more complete picture of the capabilities and learning of our students.

2. State of Colorado is now working toward a new model that isn't so static—they won't just measure where the kids are in a given point in time; they also will measure how much a student grows in the course of a year, and they'll also compare schools with similar schools. They'll measure both scores and growth and plot us in a quadrant-style graphic to show comparisons.
3. In looking at how we're performing with similar schools, particularly other Mosaica schools, we're very optimistic about our level and expect we're close to moving to the high-growth—high-scores quadrant.

b. Current parent volunteer involvement

Laura working with a parent volunteer to create a total and summary of volunteer hours and activity—possibly to Board meeting Wed. Jan 14, but if not, the next meeting.

c. Discuss ideas to reach qualitative and quantitative goals

- How we use data to drive instruction – we break down the data by individual student to address particular needs. Teachers can use this breakdown to easily determine which students need extra practice or help.
- Teachers can work with students who need help more closely while assuring that those who are higher level are on track.
- Implemented a program for advanced/gifted/talented kids, too, to give kids who are ahead the chance to continue steady growth.
- Another strategy is to adapt use of textbooks to offer advanced academic growth—blur the lines of “grade levels” to keep high-level kids growing at a steady rate.

d. Assign Action Items

- Parent volunteer hours—Laura
- Finalize test score metrics--Laura

2. SCHOOL EXCELLENCE

a) School Excellence Goals

Brainstorming session:

Current critical focus is growth—need to have substantial recruiting and know our student number expectations by MAY.

Current number is 355; Oct 1 2008 was 384.

Current number of classes:

K -- 3

1 -- 3

3 -- 2 (s)

4 -- 1 (s)

5 -- 1

6 -- 1

7/8 -- 1

We need to recruit as many as 150 kids to get to at least 450 and account for churn.

IDEAS:

- Wait-list recruiting—actively market to families who have previously contacted us
 - Actively market to families who have left—not our most productive pool, probably, as Laura has talked to nearly all and they are generally happy where they are.
 - Reasons for considering new school:
 - Starting kindergarten
 - Unhappy in current school
 - Want growth
 - Moving into area
 - Transition from elementary to junior high or from pre-kindergarten to kindergarten
 - Add a 4th Kindergarten and fill all 4 classes to 27 (to account for expected churn).
 - Fill all grades to 29 going into May.
 - Fall kickoff—Picnic/pep-rally/party.
 - Bring a friend to Paragon night—encourage families to bring other families who might be interested in attending.
 - Promote TPAAK at community events.
 - Direct mail—look for higher sells for this piece. Direct CALLS TO ACTION for contact, registration, and tour sign-ups.
 - For retention of students, biggest thing we can do is keep our teachers.
 - Question: Should we try for 4 or 5 kindergartens next year?
 - Can we add more students more effectively in 6/7/8 next year? (PSD is going to 6th grade in middle school.)
 - Re-enrollment is due early February, lottery will open up then.
 - Lottery will be completed by end of February.
 - Space committee—Matt suggests having a committee to coordinate space efforts both for current needs and for high school.
 - Need also to begin working with CSI to get high school and online school worked into our charter.
- a. Retaining and Recruiting Committee
- i. Job Description/sSearch
 - Matt Fries is willing to head recruiting committee; suggest separate committee for retaining.
 - RFP—provides transparency for the process of bringing on paid/compensated recruitment for the school. The RFP will go out to all parents to allow people to let us know about folks who are interested. Problem with this method (and with compensating for actual students recruited) is that it's hard to track where people who come in actually got their information.
 - Let parents be our advocates—send fliers home in folders, ask parents to hand them out. (“Talking about TPAAK is easy.”)
 - Administration will complete the schedule for this RFP and bring to the next Board meeting.
 - ii. TPAAK & Mosaica Marketing
 - Online marketing: Optimize use of our own Web site.
 - Use new media approaches to enhance the effectiveness and traffic to the site.
 - A direct mailer is in the works right now—will need to be proofed and go out very quickly.
 - Direct student recruiting—parent or friend who will go to pre-

schools and recruit.

- Coordinating PR—get our name out in the community.
- PTLO involvement in recruiting?
- Local radio, local radio talk shows.
- TV news—channel 9 and channel 5 (WY).
- Follow-up marketing will happen after July 4 to catch summer additions.
- Proposal for online marketing through Fossil Creek Media, LLC
- TPAAK promo video--YouTube posting, email to Google, ask parents to forward, link from Web site, post on Web site.
- Improve our rating on GreatSchools.com.

iii. Busing

- Investment in busing will be a minimum of \$40K; recommend delaying implementation of this idea, particularly given lower gas prices this year.
- We will go forward with applying for the Daniels Fund grant for bus purchases. If we can get the purchase funded, the dynamic of the busing plan will change.

b. Fundraising Committee

i. Discussion postponed.

c. Website Committee

- New site developing well.
- Design is complete.
- Programming being finalized; will be ready for content soon.
- Expect launch by Feb. 1.

d. Debt discussion to reach goal in 2013

- Hoping for letter back from Paul family this week to let us know about our status with deferment.
- Line of credit is on hold because of tightened credit restrictions.

e. Discuss community outreach and 90% goals

- More PR
- Free or low-cost local fairs
- Farmer's markets
- Art shows
- Coordination with existing local events such as New West Fest, Lincoln Center events, Budweiser events

f. Assign Action Items

- Wait-list list—Laura and Rebecca
- Matt and Terry--continue work on space and long-term school development, including high school.
- Web site committee—need to have SEO and also click tracking—Dawn, Terry

CLOSING SECTION (10 minutes)

1. Executive Session –N/A

2. Future Business

- a) Next Board meeting January 14, 2009 @ 4pm.

3. Adjournment

Adjournment motion made by: Fries

Seconded by: Cyr

Roll Call: Unanimously approved

-----REFERENCES-----

Vision/Mission/Slogan

Vision

To create a regional school where high academic expectations coupled with an emphasis on the arts provides a well-rounded education that fosters respect for self and others while enhancing each individual's contribution to society.

Mission

The mission of the Northern Colorado Academy of Arts and Knowledge (NCAAK) is to craft and implement an imaginative and rigorous learning environment for teaching and learning. This program will link academics to the arts and link an arts education to community cultural resources. Ultimately, our goal is to teach students the joy of learning and the importance of expressing individual talent artistically and academically.

Slogan

Pride through Performance

GOALS

Student Achievement

- 90% test scores (quantitative)
- Participation levels (qualitative)
 - o Parent volunteer hours
 - o Students in Brain and Brawn each year

School Excellence

- Full school (475 students) w/ waiting list (25%)
- No debt by EOSY 2013
- Community Outreach – 4 events in 2008 to 2009
- 90%
 - o Student Retention
 - o Parent Satisfaction
 - o Teacher (Staff) Retention