

"Rekindling our hope, exploring our world, seeking our path, while building our community"

Board Meeting – Northwest Passage High School #4049 April 20th, 2021

Board members in attendance: Andrea Raad, Brandi Saba, Jason Olson, Jeff Schommer, Megan Fredrickson, Steven Rippe, Vashti Pearson, Val Miller

Others in attendance: Dona Fehr, Heather Johnson Ross, Peter Wieczorek

Absent: (none)

Call to order: 5:31pm

Mission Statement: Jason read the mission statement and spoke on some of the ways we work to rekindle hope within our students.

Approval of March Board Minutes: A motion to approve the minutes, with the correction of Jeff's last name and the editing of the date abbreviation, was made by Jeff and seconded by Andrea.

Roll call vote: Val - yes, Andrea - yes, Vashti - yes, Jeff - yes, Steven - yes, Megan - yes, Brandi - yes, Jason - yes. Motion passes

Public Comment: No public comment.

Treasurer's Report: Total Revenue Budget for March was \$211,169.35 versus March Actual Revenue of \$202,219.41. Total Expense Budget for March was \$210,381.47 versus March Actual Expenses of \$214,903.56. Cash total for all accounts at the end of March was \$1,112,532.57. As of the end of March, our year to date actual expenses of \$1,705,980.02 and actual revenue of \$2,005,887.38 leave us with a year to date net gain of \$299,907.36. There were no voided checks in March.

A motion was made to approve the Treasurer's Report for March by Val, seconded by Vashti.

Roll call vote: Val - yes, Andrea - yes, Vashti - yes, Jeff - yes, Steven - yes, Megan - yes, Brandi - yes, Jason - yes. Motion passes

Director's Report:

- Covid update
 - Numbers from MN Dept. of Health: 53.45
 - Shiny App numbers as of 4/20/21 - Anoka Co. 73.1, Anoka-Hennepin #11 70.5 (last month 28.8 Anoka Co. & Anoka-Hennepin District 29.9)
 - 3 confirmed student cases within the last month, and one confirmed exposure
 - Bi-monthly saliva testing for staff
- Program Highlights
 - Non "highlight" but necessary share: Bill Z, a leader in the MN charter world, has passed away. Peter will share updates about memorial, scholarships in his honor, etc
 - Headwaters staff were able to participate in the MLCN Roundtable and share what has been learned with other school leaders
 - We had a joint staff training with Jane Goodall Environmental Science Academy March 26th at their site
 - The podcast Peter shared about at the last board meeting is now available: [Hope](#). Peter will share the link with board members and interested folks
 - Family-student-staff conferences were held earlier this month and we met with about 82% of our students, with some conferences still to happen soon. A significant take-away for staff is how we can increase our flexibility with how we meet with families in the future,

"Rekindling our hope, exploring our world, seeking our path, while building our community"

particularly the opportunities that virtual tools can provide.

- We had science MCA testing with students who have completed their life science
- Enrollment
 - Has been difficult -- attendance numbers of the virtual open houses haven't been reaching the same levels interested families have come in for on-site informational sessions of past years
 - Noticing patterns in families' thinking about with hesitancy in making changes and hard commitments with all the uncertainty in the world now, understandably
 - Similarly, possible mindset of "this year was bad, but it can't get any worse so next year at [current other] school will be better"
 - We tried something new and had a Saturday open house last week on campus
- Friday school was held April 9th
 - Focus of Fridays this year has centered around grade-level cohorts and activities
- April 12th was the first day of our Session 5 (last of the year other than June-term)
- Several staff presented at the Innovative Schools Conference, and many more attended sessions virtually
- Sign Update - the one out front has been removed and the installation of the marque sign has been delayed to tomorrow
- We are holding ACT testing 4/21/21 on-site
- Expeditions: We will have two BWCA summer trips through Big City Mountaineering
- Peter reported on the latest legislative updates
 - Large unknowns with the upcoming omnibus bill and future education spending

Old Business:

- No old business

New Business:

- Marketing Plan updates from Hubbard Media
 - Laurie Ferrence and Sam O'byrne walked us through some top level analytics recapping the number of folks our targeted advertising has reached in March and up through April 19th, as well as details on percentages that are resulting in visits to our websites.
 - report click-through rates on Pay Per Click that are higher than averages on Google (about 3.7% vs. 2-2.5%), view-through rates on our YouTube Trueview video at about 48% (compared to average platform VTR of 30%), and strong results from all of the social media categories
- Budget Update:
 - Dona submitted a proposed revised budget with additional changes for the fiscal year '20-'21; items of note include forgiveness of the PPP loan, the CARES ACT grant expenditures, the additional marketing and new signage expenditures. This proposed revised budget also includes a 3% salary increase for the returning staff (were employed by NWPBS in '19-'20 FY) retroactive to the beginning of the school year.
 - Note: Dona and Peter are still remaining conservative with what they are budgeting and proposing to the board with many unknowns and how upcoming legislative decisions may affect funding and potential lingering effects of covid on enrollment numbers.
 - This 150 ADM proposed revised budget has a projected ending fund balance of \$909,266.47, which is about a 35% fund balance projection.

"Rekindling our hope, exploring our world, seeking our path, while building our community"

- A motion to approve the 150 ADM Proposed Revised Budget for FY '20-'21 as provided by Dona was made by Steven and seconded by Brandi
Roll call vote: Brandi - yes, Val - yes, Vashti - yes, Jeff - yes, Megan - yes, Steven - yes, Andrea - yes, Jason - yes. Motion passes
- Explore Your World update
 - There will be a website specifically for EYW that will include:
 - A video about that gets to the heart of why we do expeditions, and why they are valuable for students
 - Visuals of students' post-trip postcard messages
 - Registry through REI for expedition gear needs
 - A link to directly donate monetarily towards expedition expenses
 - We have already raised about \$1,800 with plant fundraiser pre-sales
- Graduation
 - Will be held May 30th at the Courtyards of Andover
 - Some modification to meet Covid protocols include a limit of four guests per graduate, using the full banquet room space, and seating each graduate at a table with their guests
 - Peter has a team working with him on planning this event
- Staff Recruitment
 - Openings for the '21-'22 school year include a special education teacher, paraprofessional educators and a potential need for an English teacher
- Director Goals - discussion of goals that Jason shared
- '21 - '22 School year discussion
 - There is much uncertainty around what next year will look like (ie. vaccinations, mask requirements, distance learning options) and Peter will keep us posted
- Summer school
 - Enough staff are interested and available to lead summer school options
 - Peter will send a survey to families to get a more complete picture of student interest
 - Dates and times
 - Session 1 June 21-24 & June 28 - July 1 (9:00-3:00)
 - Session 2 July 5 - 8 & July 12 - 15 (9:00 - 3:00)
 - Waiting to hear if additional funding is available for summer school programs

Future Items:

- Policy Review Committee
- Principal Leadership Academy

A motion to adjourn made by Jeff, seconded by Andrea. Roll call vote: Val - yes, Vashti - yes, Megan - yes, Steven - yes, Jeff - yes, Andrea - yes, Jason - yes. Motion passes.

Adjourned: 7:12 pm

Jason Olson, Board Chair

Vashti Pearson, Secretary