



PUBLIC NOTICE
Regular Meeting of the
Board of Directors of Citizens of the World Kansas City

Location: CWC Kansas City Primary Grades Campus
3435 Broadway Blvd
Kansas City, MO 64111

Date: Thursday, December 19th, 2019, 5:30pm

Proposed Agenda

1. Call to Order

After a delay to achieve quorum, Mr. Norris called the meeting to order at 6:15 p.m.

Mr. Norris welcomed the members of the public in attendance and gave an overview of the meeting order.

2. Roll Call by Board Chair

Mr. Norris proceeded with roll call.

Present:

Mr. Jim MacDonald
Ms. Tonia Gilbert (via phone)
Mr. Derrick Nelson (via phone)
Mr. Luke Norris
Mr. Jeff Phillips
Ms. Maria Salcedo (via phone)
Mrs. Johna Sutton (via phone)

Absent:

Mr. Jacob Littrell
Mr. Miguel Meneses

Mr. Norris determined that with 7 of 9 Board Members present, a quorum is established for purposes of holding the meeting and voting.

3. Review & Consideration of Proposed Agenda

Mr. MacDonald moved to approve the agenda as proposed and Ms. Gilbert provided a second to the motion. The motion was unanimously approved with none abstaining.

4. Public Comments

Mr. Norris invited public comment. No public comment was made.

5. Review & Consideration of minutes from the November 21st, 2019 regular meeting of the Board

The Board did not have any comments regarding the proposed minutes from the November 21st, 2019 Regular Meeting of the Board.

Mr. Phillips moved to approve the minutes as proposed and Ms. Salcedo provided a second. The motion was unanimously approved with none abstaining.

6. Review & Consideration of minutes from the December 11th special meeting of the Charter Renewal Committee of the Board

The Board did not have any comments regarding the proposed minutes from the December 11th, 2019 special meeting of the Charter Renewal Committee of the Board.

Mr. MacDonald moved to approve the minutes as proposed and Ms. Gilbert provided a second. The motion was unanimously approved with none abstaining.

7. Monthly Finance Report (Mr. Paul Greenwood, EdOps)

a. Review & Consideration of Monthly Financials (November 2019), including Check Register

Due to the delay in achieving quorum, Mr. Greenwood presented the monthly Finance Report to members of the Board present prior to the meeting being called to order. Further discussion was held to the Finance Committee Report.

The check register was reviewed, with an emphasis on the month's biggest drivers (Kansas City Teaching Residency, IFF Rent, and Joe Joe's Catering). Mr. Norris again emphasized having a method to distinguish between vendors and reimbursements.

Ms. Gilbert moved to approve the check register as proposed and Mr. Phillips provided a second. The motion was unanimously approved with none abstaining.

b. Review & Consideration of the FY19 Annual Audit

The Board discussed the need in the future to go out for bid for the audit service, with interest in looking into a minority owned business.

Mr. Norris shared Mr. Greenwood's (and the Finance Committee's) recommendation to approve the FY19 Audit; the Board held discussion.

Mr. Phillips moved to approve the FY19 Audit as presented and Mr. MacDonald provided a second. The motion was unanimously approved with none abstaining.

8. Board Business & Committee Reports

Mr. Norris shared that the Board uses meetings to share information with the public as well as CWCS. Therefore, the Board is pivoting to a format that clearly includes "board business" as well as "committee updates."

a. Finance Committee (Mr. Jeff Phillips)

Mr. Phillips reported that CWC Kansas City and EdOps staff have spent time outside of meetings to get him up to speed on finances, school leases, and our relationship with IFF.

Mr. Hile reinforced that our financial situation is "front and center." The school is in a tight position right now. He is meeting with EdOps immediately after Winter Break and, along with Dr. Droege and Mr. Brennan, will identify expense lines to reduce.

Mr. Hile also shared he had a recent conversation with IFF that was positive. They are open to starting a conversation about selling the Broadway building directly to the school. This will be an ongoing conversation and reporting to the Board.

b. Governance Committee (Ms. Maria Salcedo)

Ms. Salcedo reported that she sent Mrs. Furlong (CWCS) an email regarding a timeline to set up a conversation about a governance structure; she has not had a chance to speak further to Mrs. Furlong. CWCS is fine with a general concept of May 2020 and they plan to touch base in January and go deeper.

Ms. Salcedo does not yet have redline comments and Mr. Norris clarified where those edits are that were sent from Kate (Charter Board Partners). Mr. Norris stated that he believed Ms. Salcedo was explicit in her email that she requested a conversation with "the Board Chair and Executive Director" and Mrs. Furlong interpreted that as with "the Board and Executive Director." He encouraged Ms. Salcedo to seek alignment and continue ongoing discussion about channels of communication and next steps.

c. Facilities Committee (Mr. Jacob Littrell)

Mr. Norris shared that Mr. Littrell is not present to give a report, but there will be further facilities discussion in Closed Session.

d. Fund-Raising Committee (Mr. Luke Norris)

Mr. Norris shared that his team is discussion grant opportunities to bring in revenue asap. In particular, the school is awaiting a formal response around the Charter School Growth Fund.

e. Academic Excellence Committee (Mrs. Johna Sutton)

Mrs. Sutton reported that she, Dr. Droege, and Mr. Hile are in conversation about timing for the next meeting.

f. Diversity Committee (Mr. Miguel Meneses & Mr. Derrick Nelson)

Mr. Nelson shared that the Diversity Committee does not have a report to give.

9. Executive Director's Report (Mr. Jon Hile)

a. Special Education Overview (Mrs. Sara Murphy)

Mrs. Murphy discussed the school's Special Education program and presented on the associated laws the school is expected to follow.

Mr. Norris asked how the school's rate of IEPs compares to KCPS or Missouri as a whole. Mrs. Murphy replied that the school now stands at 13% of students with an IEP, which is equal to the state average. However, there are 16 additional students "in the pipeline," so the school stands to go above the state average.

Mr. MacDonald asked if there was an additional funding available above WADA to help the school meet those needs; Mrs. Murphy and Dr. Droege replied with information about High Needs Funds.

Mr. MacDonald also asked is any of the services offered at Gillis or Niles are coverable if the family has Medicaid. Mrs. Murphy and Dr. Droege agreed that the school should investigate further.

b. Recruitment Update (Mr. Andrew Johnson & Ms. Rachel Mills)

Mr. Johnson & Ms. Mills presented the Recruitment & Enrollment Report to the Board. In particular, Mr. Johnson noted that the November 9th City School Fair generated high interest and was a great launching point for the enrollment season.

Ms. Mills gave a quick mid-week update on the enrollment numbers seen since last Monday's report was emailed. She further affirmed that the enrollment team will focus attention for the next 6-10 months on Kindergarten and 6th grade.

Mr. Norris asked if Ms. Mills could speak to the plans for recruiting 7th grade. Ms. Mills replied that this year's 6th grade class will go over 50 in January, so the main focus is re-enrollment, then backfilling (less than) 25 open seats. 75 open seats in 6th grade is a bigger hill to climb though.

Mr. Norris asked what the distribution of work looks like on the recruitment team. Mr. Johnson replied that the team is divided more by process rather than divided by grade. Mr. Johnson handles communication, Mrs. Gripp handles middle school specifics, Mr. Brennan handles enrollment requests, tracking, and reporting, and Ms. Mills handles outreach and tours.

Mr. Johnson elaborated that most of our mid-year requests are coming through word-of-mouth. We will still need to focus on aggressive recruitment – again, specifically in Kindergarten and 6th

grade. We also know there is a consistent and reliable high amount of movement in the first month of school, so the team wants to grow waitlists as strong as possible to ensure a 100% fill rate. Mr. Johnson reminded the Board that Mr. Brennan has strong historical data showing a rough 25-50% attrition rate at each step of the enrollment funnel (meaning to have 75 students in a seat, 100 students need to be registered, 150 students need to accept, and 300 need to apply). Further, these trends have been substantiated by SchoolAppKC data as roughly what peer charters also see.

Ms. Mills also shared upcoming dates and timelines that are key outreach opportunities. The team has given 36 family tours, including 8-9 at the middle school. Her goal for January is to do Pre-K and Kindergarten, and 5th/6th (entering middle school) in-person interviews. Ms. Mills also shared the school has already started to do digital marketing pushes, including geo-fencing. Mr. Johnson reiterated that the team is "tightening up" marketing messaging by focusing on 4 campaign themes that underscore and tell the story of what makes our school really special.

Mr. Norris asked a few questions regarding the goal setting process and how we arrive at our target numbers. Mr. Hile replied that Mr. Brennan can pull historical data beyond what's already on the weekly reports.

Mr. Norris asked how many students we need to talk to in order to generate the 400+ application goal. Mr. Hile replied that is all in Mr. Brennan's historical data, but we also need to consider all the different "ways" we reach out (digital, mailers, events, etc.).

Mr. Norris asked if the team is utilizing any of the tools from Bellwether; Mr. Johnson and Ms. Mills gave a resounding 'yes.'

Additionally, Ms. Mills shared that she is going back to families that applied for 2019-2020 but had students in other grades the school did not yet serve (i.e. 5th grade) to make sure they are aware the school will serve a complete PK-7th grade spectrum in 2020-2021. Further, she underscored that her emphasis is on putting her "face" out to the public and warming up/personalizing the process. Based on her experience, she believes this is a key distinguishing factor that sets the school apart from peers. Mrs. Gripp affirmed that experience and gave kudos to Ms. Mills; Mrs. Gripp shared that the parent focus groups she has led, many parents told her that "hearing something so quickly from the school" in the process made a difference in their decision.

Mr. Norris shared to the Board that beyond giving and fundraising, the single biggest thing the Board can do to support the school is drive enrollment. Mr. Johnson shared that February 22nd is another major date on the calendar (SchoolAppKC's city-wide open house) and invited the Board to participate.

Mr. MacDonald thanked Ms. Mills and affirmed that the Board is happy to have her on board.

c. School Quality Review Process Update

Mr. Hile gave an overview of the School Quality Review Process.

Mr. Hile then provided an overview of the school's demographics, reporting a total of 425 students. He also reported there are another 10 outstanding offers of admission but did caution that the school historically sees some student exits after Winter Break as well. The student census continues to skew male and the FRL percentage is now up to 55%.

Mr. Phillips asked a question about the difference between the "active" and "all" designations on the report; Dr. Droege answered.

10. Closed Session

Pursuant to § 610.021(2) RSMo, the Board of Directors of CWC Kansas City will enter into closed session to discuss matters related to facilities.

Mr. Norris invited Mr. Hile, & Dr. Droege to stay.

Mr. Phillips moved to go into Closed Session and Ms. Salcedo provided a second. The motion was unanimously approved with none abstaining.

11. Return from Closed Session; report on any action taken as required.

Mr. Norris reported that discussion related to personnel and individual test/examination results. No actions were taken that require reporting.

12. Adjourn

Mr. Nelson moved to adjourn and Ms. Gilbert provided a second. The motion was unanimously approved with none abstaining. The meeting was adjourned at 8:48 pm.

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