

**Aspire Trade High School BOD Meeting Minutes**

**Location:** Zoom call

**Date:** March 21, 2023

**Time:** 9:45 am – 10:45 am

# In Attendance

# Board Chair – Jim Secunda

# Secretary – Derek Partee

# Board Member – Jennifer Nichols

# Treasurer -Lauren Nicholson

# Agenda Items

1. **Review and Approve February 21, 2023 Minutes**

**Motion:** Jennifer Nichols: Motion to approve as written. Jim Secunda: Seconds the motion.

**Motion Approved:** Voted Yes: Jennifer Nichols, Derek Partee, Lauren Nicholson and Jim Secunda.

#  Construction Update

# We are making good progress on construction; the parking lot has been cleared and stone laid down and the drive is done. We can distribute the dirt piles on a slope around the edges of the property. Our major issue is paying for the conditioning of the building. The HVAC is arriving in May and until then we will need to pay for the building to be conditioned. The power will be working in the building next week and the insulation and dry wall are going in. In addition, we are completing the networking for the building. The state through DPI does our internet. They will pay to bring out the fiber optic cable to the building. A3 put in a bid to install our internet and switches in the building. The state subsidizes our cost by paying a portion of the cost per student. Even with the state contributing getting everything installed will use the remainder of our budgeted money for the internet set-up. It also includes security (all the doors and lanyards access), cameras, intercom, and door locks etc.

# Student Enrollment Applications

# We have 149 confirmed seats and 22 outstanding that still need to finish the enrollment process for a total of 171. 157 is our 75% in order to get our charter to open so we have met that goal. The total CSAB approved us for is 210, but based on building changes we have space for 242. In order to increase the enrollment number, the board will need to vote, and we will have to present data to CSAB for approval. Current enrollment trends support taking this request to CSAB in April.

**Motion:** Jim Secunda: Motion to approve the *Increase in enrollment* to 242*.* Derek Partee seconds the motion.

**Motion Approved:** Voted Yes: Jennifer Nichols, Derek Partee, Lauren Nicholson and Jim Secunda.

# RTO Governance Strengthening Activities to be voted on. (Board received printed materials of updated Aspire Trade High School - RTO Governance Strengthening Activities sections listed below)

1. **Motion:** Lauren Nicholson: Motion to approve board policy on *Board of Directors and Principal Roles and Responsibilities.* Jennifer Nichols seconds the motion.

**Motion Approved:** Voted Yes: Jennifer Nichols, Derek Partee, Lauren Nicholson and Jim Secunda.

1. **Motion:** Derek Partee: Motion to approve the goals and balanced scorecard developed through *Strategic Goals & Accountability* activity*.* Lauren Nicholson seconds the motion.

**Motion Approved:** Voted Yes: Jennifer Nichols, Derek Partee, Lauren Nicholson and Jim Secunda.

1. **Motion:** Lauren Nicholson: Motion to approve the board policy and reporting schedule established through the *Reporting* activity. Derek Partee seconds the motion.

**Motion Approved:** Voted Yes: Jennifer Nichols, Derek Partee, Lauren Nicholson and Jim Secunda.

**5.) Identification of LGC-Approved CPA to perform annual audit**

**Motion:** Jim Secunda: Motion to approve *Hiring the auditor for Aspire Trade High School (Rebecca Barr).* Derek Partee seconds the motion.

**Motion Approved:** Voted Yes: Jennifer Nichols, Derek Partee, Lauren Nicholson and Jim Secunda.

# Marketing

Cathy marketing stats last 28 days:

* Facebook followers increased from 382 to 414
* Facebook campaign will end at the end of March. Last 28 days - reach 84,779 estimated to have seen a post from us. 6,667 link click throughs last 28 days.
* Website 162 to 190 average visits per day, from 116 to 128 new visits per day average, 8566 to 12,242 new visits (total)

We have been getting updates of school counselors referring students to ATHS. Jennifer completed an interview with Jamie Boll that should be airing this week and we will post the link on social media and the website. We’ve signed up to have our table at events in Concord and Kannapolis. We need to be reaching the more rural areas. Lauren recommends attending racing events. Jim recommends at the baseball games we do a give away of baseball related prizes, maybe announced in the breaks. We will look into the cost of having a table at Knights baseball stadium. The students that have enrolled are from cities in the north and east, we need to focus on the western areas and Lincolnton and Gaston.

# Next meeting

#  Our next meeting is scheduled for April 18, 2023.

# Motion: Motion to adjourn meeting. Jim Secunda : Motion to adjourn.

Lauren Nicholson seconds the motion.

**Motion Approved:** Voted Yes: Jennifer Nichols, Derek Partee, Lauren Nicholson, and Jim Secunda.