



HIGHPOINT
VIRTUAL ACADEMY
OF MICHIGAN

Highpoint Virtual Academy

NOTICE OF REGULAR MEETING OF THE BOARD OF DIRECTORS

April 26, 2017 @ 4:00 pm

Board meeting to be held at: 210 E. Mesick Ave. Mesick, MI 49668

Via conference call # 888.824.5783 Passcode: 17700635 #

Via Blackboard Collaborate @ <http://bit.ly/29PZpA6>

Please contact 855-337-8243 for additional assistance

Community notification posted at the following locations: Mesick Consolidated Schools; HVAM website

AGENDA:

- 1) Call to Order: 4:00 pm by Director Osborne
- 2) Roll Call:
 - a) **Present: Director Osborne, Director Coddin, Director Workman, Director Howell, Mary Markert, , Mary Moorman, Lindsay Hallead, Lori Andersen and via conference call: Cindy Wright-Carter, Greg Blough, with Heather and Shelley (K12 Marketing Group)**
 - b) **Absent: Nancy Tuckey, Scott Akom, Doug McNeil**
- 3) Public Comment (limited to agenda items; not to exceed 5 minutes limit per individual)
 - a) No public comment
- 4) Routine Business:
 - a) Approval of Minutes from the March, 2017 Board Meeting
Motion for Approval of March, 2017 minutes as listed by Director Coddin
Seconded by Director Workman
Approval: Unanimous
 - b) Approval of Agenda for the March 22, 2017 meeting
Motion for Approval of March 22, 2017 Board Meeting Agenda by Director Workman
Seconded by Director Howell
Approval: Unanimous
- 5) Discussion:
 - a) Head of School Report included:
 - i. Marketing update – Greg Blough provided a marketing update and slideshow presentation. Greg explained the 3 target audiences we are hoping to reach: parents of self-directed academic overachievers, overachievers needing additional help and parents who want to be more involved in their student’s education. He also explained our niche market targeting homeschool and military families. Greg explained our “Uniquely Brilliant” campaign and also shared that K12 has new “Day in the Life” videos available on YouTube. HVAM ads are running across multiple stations and have opened three weeks earlier than last year. All internet traffic is driven to the HVAM landing page. Heather and Shelley working diligently on updating social media sites. Director Workman commented that Michigan has 19 active Coast Guard stations and we might want to look into marketing specific to the Coast Guard families. K12 has a team working specifically to distribute information to local military bases. Shelly has secured a location at the Traverse City Cherry Festival in July and informed the meeting that Highpoint will be the showcased virtual school. Informational purposes only – no action necessary.
 - ii. Head Of School Report – Mary informed the group that we are in the midst of MStep testing – that’s where our brain and focus is right now. Technical issues were a small

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hiccup on the first day of testing but the next day ran much more smoothly. Goal is 95% and we will come really close – every student counts and makes a difference. Any way we can get families to test sites, you name it we did it! Mary explained how we helped families get to the testing sites via Uber gift cards and paying for taxi services. More than 25% of our students are near COBO Hall in Detroit. Over 300 tests were given at the COBO site. Mary reviewed the percentages and provided updates from April testing. Informational purposes only.

- iii. Marketing/Enrollment – Mary provided the Board a snapshot of current enrollment and withdrawal numbers. Students are still coming in but we are pushing to start in the fall for a fresh start from the beginning. We have a few waitlisted students. As of today, re-registration responses are at 49%. Families have been messaged to please reply by May 5, 2017. Director Codden asked why there were so many withdrawals in April; Lindsay relayed it was a mixture of reasons and possibly the aftermath where families changed schools after second semester. Learning coach participation changes may be a big factor as well.
 - iv. Upcoming Compliancy Items – We will be working on submitting personnel files, student and teacher data. Interventionist position has some good candidates applying but no one has been finalized. Mary noted it is good to be able to bring on a new staff member this late in the game. Mary is looking at IReady – online assessment for students and then fills in those gaps. Interventionist will work with program, 1:1 and small group.
 - v. Academic Update – Progress continues to grow; we are growing and getting better. At identifying where students are with their skills. Middle school has been a challenge; there seems to be a disconnect between attending class to handing in home work. How do we stress the importance of this to families? We are actively brainstorming – Mary suggested maybe dye her hair to get kids motivated!
 - vi. Academic Excellence Framework – Mary informed Board that she is working with teachers, students and parents to review the framework. Staff is working in teams. Areas such as: engagement, K-3 individual student plans and new reading legislation are all areas we are working on. Feedback received will also include staffing needs, observations and evaluations. The Academic Excellence Framework will be updated by the end of May to prepare for implementation and proper training. Working with team to plan for next year. Great learning coach log in using strong start – continue to see higher orientation rate. We are actively digging to see why we can't reach families. We currently have 7% of our students working with FAST team. Informational purposes only.
- 6) Submission, Discussion, Approval Requested Items:
- a) Presentation for Approval for Financial Reports - Mary Markert provided the forecast versus approved budget. We are currently 80 students above forecast, therefore we are running higher in revenue. Receiving 31A funds and also almost \$2,000 for early literacy = \$31,000 total for the year. Receive cash from state aid. Still on track to stay in surplus position – it will be close. March year to date is 25% over estimated revenue. Pupil support number is running higher. Related services is running higher than expected – depends on what services we need to provide students who come to us. Having seen instructional costs (MStep testing) – those will be coming in for next month. Regarding March expenditures – we are fully operational for running checks and our

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INTACCT system. Invoices were presented to members for approval. All financial information is available in dropbox. Director Osborne questioned whether or not the financials needed a roll call vote. Director Codden suggested a larger board does that; Director Osborne didn't really see a need for a roll call vote due to our small size. Budget proposal is a preliminary budget draft that includes estimates for marketing and enrollment. Next month will be a more firm outlook. Basic budget assumptions are enrollment adding 9th grade with a cap of 800, Title I for math and reading specialists. Staffing assumptions provide a 2.5% increase overall. We would like to shoot for a surplus; will definitely break even. Mary would like the board's input as to what they would like to see by adding another grade. Mary informed the board that a financial statement audit at the end of the year. Next month hoping to bring three proposals for audit firm to conduct this school year's audit.

Motion to approve financials by Director Howell

Seconded by Director Workman

Approval Unanimous

- b) Digital Records Cost Adjustment – There is a slight cost difference we wanted the board to be aware of: \$138.76 – was purely shipping.
- c) School Year 2017-18 Academic Calendar – Mary informed the board is was modeled off of Wexford-Missaukee ISD and Mesick calendar so we are all consistent. Only difference is our ending date, which is June 8. 180 days with 6.5 hours per day which exceeds state's expectations.

Motion to approval calendar by Director Workman

Seconded by Director Codden

Approval Unanimous

- d) School Year 2017-18 Handbook – Mary informed the board that the draft is online; it is not extremely urgent at this time; just need language for incoming 9th graders and high school. Class rank, GPA included and some updated language based on concerns that have popped up this year, with attendance being front and center. There are two documents in drop box and no major changes. Additional time is needed to table discussion until next meeting

Motion to table 2017-2018 Handbook until May Meeting by Director Workman

Seconded by Director Howell

Approval Unanimous

- e) Board training – We have \$5,000.00 in the budget to use by June for training. Options available are to have board travel to Herndon, VA, as well as Doug McNeil offered to do the board training. Cindy said she would be happy to have the board in Herndon. Reasonable to send 2 directors in June. Also, Michigan has board training and would fall into next year's budget and also some on-sight training. Usually a couple of days training – not a whole week for testing. Directors Osborne and Codden would like to go to Herndon. Director Codden said there is training on line, which is great. Cindy suggested the week of June 19. Travel details will be confirmed and will let Mary know and then work up an agenda. Cindy will follow up. HVAM's PD is June 19 and 20 so then maybe fly in June 21st. Cindy will even be there! Purely learning – no worry about actions being taken so no worries about quorums, open meetings, etc. Informational only in nature. Will crunch the numbers for flights/hotels/food. Director Workman had another meeting to attend; left at 5:31 pm

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- 7) Acknowledgement Items - None
- 8) Authorizer Comments - None
- 9) Adjournment
 - i. Motion to adjourn at 5:32 pm by Director Howell
 - ii. Seconded by Director Codden
 - iii. Approval - Unanimous

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