



Board of Directors Minutes

Hope Tolson Campus
Regular Board Meeting/Virtual Zoom Meeting
Thursday, January 19, 2023
5:30 p.m. ET

I. Meeting Called to Order

The meeting was called to order by the Board Chair at 5:35 PM.

II. Roll Call

Board Member	Present	Absent
Anisa Bailey	X	
Shereefat Balogun	X	
Allison Barr	X	
Eric Johnson	X	
Lorraine Oyetubo	X	
Neha Patel		X
Kerry Smith	X	

a. Approval of Board Agenda

Motion: Shereefat Balogun Support: Eric Johnson
The board unanimously voted to approve the board's agenda.

b. Approval of Board Minutes from December 15, 2022

Motion: Eric Johnson Support: Anisa Bailey
The board unanimously voted to approve the board minutes.

III. Presentations

a. Mid-Year Survey

Ashley Minter, PLA National Director of Marketing & Communications, provided an overview of the mid-year survey for parents and families. Feedback on the survey was provided by board members and updated results will be shared out in February.

ACTION ITEM: The PLA Marketing team will share the Parent & Family Engagement Survey data at the February 16, 2023 board meeting.

b. Enrollment & Marketing

Ashley Minter provided a marketing update. Social media and Google ads are currently running. Bus advertising and mobile geofencing are in the works to be launched once approval has been received. The marketing team is working with Ms. Tobias on marketing materials, giveaways, etc.

ACTION ITEM: The PLA Marketing team is to request approval for advertising and provide an update on how they plan to support community outreach efforts at upcoming events.

Javi Dimas, PLA VP of Enrollment, and Bianca Tobias, Student Enrollment Coordinator, provided an update on scholar enrollment. The Intent to Return Campaign was launched at the beginning of January with a 19% response rate thus far. There has been a 35% increase in participation in recruitment events.

Ms. Tobias presented the enrollment tracker data and an update on past and upcoming events. This year's open house will be in person and planning for the 1st Math & Literacy Night is underway. Enrollment is currently open for PK3-8th grade.

ACTION ITEM: Ms. Tobias to send the Board a list of upcoming events.

c. Discipline Data

Nicholas Fennell, Dean of Climate and Culture, presented the school culture and discipline data update. Mr. Fennell was happy to report that suspensions have decreased, and clubs and activities are off to a great start. The Multi-Tiered System of Support (MTSS) team is in the final stages of completing and identifying scholars that are MTSS-qualified.

ACTION ITEM: Mr. Fennell is to follow up with the Board at the April 20, 2023 board meeting.

d. Facility/Operations

Tahirah Thompson, PLA National Director of Operations Facilities, provided the facility and operations update. Ms. Thompson shared the outstanding facility operations items spreadsheet with the Board so they are able to track the progress of each item. The new operations manager is scheduled to start on 01/26/23.

ACTION ITEM: Ms. Thompson is to provide an update on the access doors and new badge system, and check with the science teacher to get preference on ventilation/window installment. A follow-up is to be provided on the consistency of a crossing guard during arrival and dismissal and the DDOT investigation that was scheduled to take place on 01/16/23.

e. Technology

Haritha Dasari, PLA Director of Technology, presented the technology vendor update. The agreement with the new vendor, Dynamic Network Solutions, was

approved by PLA’s legal team and ratified on 01/18/23. Kerry inquired about the approval process for contracts and requested that legal contracts are approved by the legal team prior to being presented to the Board. The leadership team ensured the Board that all technology would be in place prior to testing beginning next week. Ms. Allen recently placed an order with Ms. Fennell for sensory materials; it would be ideal to have a sensory room in the future.

ACTION ITEM: Kerry requested that all technology not being used be refurbished or removed from the building.

ACTION ITEM: A technology update is to be provided at the February 16th board meeting.

ACTION ITEM: Ms. Allen is to provide SPED data at the February 16th board meeting.

f. Grants

Helene Barnes, PLA Associate Proposal Manager, provided an overview of the grants the development team oversees. The PLA development team is currently in the process of finalizing ESSER and shared the procedures for how local grants and opportunities are monitored.

ACTION ITEM: Cheri Shannon, PLA Chief Growth Officer, and the PLA Development team to schedule a meeting to discuss grant and philanthropic opportunities.

IV. CMO Report

a. The academic support update was provided by Joshua Christina.

Joshua, PLA Instructional Specialist, reported on recent successes and celebrations, tier 2 instruction, accountability, strategic prompts, and how data is being collected, used, and shared. Opportunities for improvement and action steps were shared, NWEA and WIDA testing dates, as well as data points from CFA’s (Common Formative Assessments).

b. The financial update was presented by Eva Spilker.

Eva, PLA Chief Financial Officer, provided the financial update and reported a clean audit. L’Erin Price, PLA Human Resources Generalist, shared that the \$250 staff retention bonus will be distributed on January 31, 2023.

V. Committee Updates

a. Academic Excellence Committee

Board member, Anisa Bailey, reported on the academic committee meeting held on 01/18/23 and was excited to report that Ms. Allen secured two grants; Safe Shores and Beat Zone.

VI. New Business/Action Items

None

VII. Old Business

None

VIII. Open Communication/Public Comments

None

X. Closed Session

The Board voted to move to a Closed Session to discuss legal, personnel, and contractual business matters.

Motion: Allison Barr

Support: Anisa Bailey

The board unanimously voted to move to a Closed Session.

XI. Meeting Adjourned

The meeting was adjourned at 8:05 PM.

Motion: Allison Barr

Support: Anisa Bailey