



Board of Directors Minutes

Hope Tolson Campus
Regular Board Meeting/Virtual Zoom Meeting
Thursday, September 21, 2023
5:30 p.m. ET

I. Meeting Called to Order

The meeting was called to order by the Board Chair at 5:34 PM.

II. Roll Call

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

a. Approval of Board Agenda

Motion: Eric Johnson

Support: Shereefat Balogun

The board unanimously voted to approve the agenda.

b. Approval of Board Minutes from June 15, 2023

Motion: Lorraine Oyetubo

Support: Eric Johnson

The board unanimously voted to approve the board minutes.

III. CMO Report

a. Financial Report

Eva Spilker, PLA CFO, presented the financial dashboard with key performance indicators, cash forecast, financial snapshot, year-to-date financials, and annual forecast. The audit is underway and is going well.

b. Principal's Report

Mr. Owens presented the Principal's report and provided an enrollment update and efforts, staff recruitment, open house update, a snapshot of the PARCC data, schoolwide

data, and upcoming events. The upcoming professional development will be on professionalism in the workplace, lockdown procedures, and ELL resources.

c. Academic Board Report

PLA Executive Director, Melissa Morris presented the Academic Board Report and provided an update on enrollment, attendance, recruitment, Domain 1 observations, NWEA, CFAs (Common Formative Assessments), mCLASS, PARCC data, and recent events.

IV. Department Updates

a. Summer Advantage Overview

Tiffany Walter, PLA National Director of Scholar Enrollment, provided data points for the Summer Advantage (SA) program. Principal Owens and Ms. Carter gave an overview of the enrichment program and discussed the activities that the scholars attended.

ACTION ITEM: Board member, Shereefat Balogun, requested the number of parents who completed the survey. Tiffany Walter provided this information via email on 9/25.

b. 2023-24 Marketing Plan

Ashley Minter, National Director of Marketing & Communications, presented a high-level overview of the Proposed SY 23-24 marketing initiatives and monthly marketing plans.

Board member, Eric Johnson, inquired about the parent/family testimonial campaign and suggested sharing organic interviews that can be shared on social media platforms and sharing compelling stories of scholars learning.

Board member, Shereefat Balogun, inquired about the sources that attract parents the most. Social media and digital ads yielded the best outcome. Shereefat suggested more collaboration with the Hope school staff.

Vice Principal, Tolisha Hopkins, commented about the connectivity and warmth of Hope's social media post. Ms. Hopkins suggested a social media campaign to gain more followers, and to diversify our efforts by showing Hope as the cornerstone of the community.

Ashley Minter thanked everyone for their feedback and assured them that the marketing team is moving in the suggested direction.

ACTION ITEM: Board Chair, Kerry Smith, requested a comb-through of the website to remove any project base and expeditionary learning and transition marketing efforts towards STEAM learning.

c. HVAC Repairs Update

Tahirah Thompson, PLA National Director of Operations Facilities, and Hope Operations Manager, Ms. Savoy, provided an update on the current conditions and HVAC repairs.

V. Committee Updates

None

VI. New Business/Action Items

a. Approval of Custodial Vendor Selection

Motion: Eric Johnson

Support: Shereefat Balogun

The board unanimously voted to approve Belen Cleaning Services.

VII. Open Communication/Public Comments

Board Chair, Kerry Smith, introduced the new Vice Principal, Tolisha Hopkins! Ms. Hopkins introduced herself and stated the school motto for the year, “Big Dreams! Big Goals! Big Hope!” Also on the call was the new reading interventionist, Faye Dunson, who introduced herself and was happy to be a part of the Hope community.

VIII. Closed Session

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

Motion: Shereefat Balogun

Support: Eric Johnson

The board unanimously voted to move to a Closed Session.

IX. Meeting Adjourned

The meeting was adjourned at 7:48 PM.

Motion: Anisa Bailey

Support: Shereefat Balogun