

Career Academy of South Bend, Inc.  
Minutes of Meeting of Board of Directors  
September 23, 2013

Directors Present: Larry Garatoni, Tracy Graham, Bruce Greenberg, Vivian Sallie, James Summers (part of meeting), Rob Staley, Suzanne Wiwi  
Staff Attending: Yolanda Turner-Smith, Ken Horvath, Charles Loeser, Mike Parsons, Jasen Gibbens

A meeting of the Board of Directors of the South Bend Career Academy was held at the school, 3801 Crescent Circle, South Bend, beginning at 7:00 am on September 23, 2013.

A. Planning for next meeting. Larry Garatoni called the meeting to order and explained that there have been requests from SBCA parents and staff that board meetings be held in the evenings rather than early morning so that they can attend. Larry suggested that the next meeting be held at 5:30 pm. He will send proposed dates so that members can check calendars & let him know of availability; he'll then send notice of the next meeting date.

B. Approval of Minutes. The minutes of the prior (August 5) meeting were approved.

C. Approval of contract with The Crossing. Larry explained the proposed 2013-14 agreement has been finalized and is ready for board approval. Bruce asked whether this is affected by the fact that The Crossing has received approval from South Bend Community School Corporation for a contract for 2013-14. Rob explained that although SBCSC approved entering into a contract for up to 100 students, the approval came so late (very close to the "Count Date") and was so strongly opposed by some SBCSC board members that The Crossing did not plan on/rely on having an SBCSC contract for purposes of its enrollment preparations, and as a result, the majority of Crossing students are enrolled through SBCA rather than SBCSC. The proposed contract was unanimously approved.

D. Handbooks approval. Yolanda explained the 2013-14 student handbook is in most respects carried over from 2012-13 with the addition of the section (previously approved by the board) on the tablet computers distributed to students this year. There are minor additional updates, including clarification of the dress code and use of doors by grades (Grades 7-9 to enter and exit through Door A, the main door to the building; Grades 10-12 to enter and exit through Door D). There are also minor updates to the staff handbook, such as use of the evaluation terms required by state law (e.g., "highly qualified"), and the addition of a provision that staff members in leadership positions (i.e., Educational Managers, Directors, School Leader) are not to receive compensation for coaching, school clubs, or other enrichment activities. The proposed handbooks were unanimously approved.

E. Vogue Beauty School Contract. Yolanda presented a proposed agreement with Vogue School of Beauty Culture for a two-year half-day program for high school students at a cost of approximately \$3,000/year. Yolanda explained an SBCA student requested support for this program and has started attending Vogue classes. It is a significant cost but less expensive than alternative programs for becoming a hair stylist. The requesting student has an excellent record and the school wants to support her career path. The contract was approved.

F. Revision to budget based on actual enrollment. Ken presented a revised 2013-14 financial forecast based on the enrollment count on September 13 (Count Day) of 411 students, of whom 95 are Crossing students. This is a preliminary revision, as some students included in the count are also claimed by other schools, so the final count is not yet known. The reduction from the enrollment used for the budget (550 including 75 Crossing students) results in loss of roughly 1M in revenue. Staffing costs can be reduced to some degree with lower enrollment (projected savings of roughly \$128,000), and there was already a \$120,000 contingency allowance in the budget, but the bottom line is that the school will need substantially more operating support from Larry Garatoni or his foundation than had been anticipated.

G. Research into enrollment & need for marketing. Larry said he's willing to support the school but plans a concerted effort, including finding the best expertise available, to investigate the reason for low enrollment and what can be done about it. Jasen Gibbens suggested asking for input from the companies which have elected to work with SBCA through the Conexus program (AM General, Eli Lilly, and Coca-Cola). Rob said the expert in marketing for this purpose is the Excel (Goodwill) school in Indianapolis. Larry said we will seek help where we can find it.

H. ISTEP test results. Yolanda reported that last spring's ISTEP scores have been released. SBCA's pass rates are improved from 2011-12 by a little over 10% averaging all subjects for both grade (7 & 8) levels but remain short of SBCA targets. A substantial number of students (roughly a fourth of seventh graders) were within 5% of passing and should be able to pass with appropriate coaching and effort. Bruce asked if we have details on students who were with SBCA for seventh grade last year & eighth grade this year. Yolanda said that analysis is underway. Larry asked what is the follow-up after determining what students are weak and in what areas? Yolanda said the Acuity/ISTEP/ECA system, as well as the NWEA MAP system, are designed for using data to guide instruction, that is the focus of the new data team (and for ISTEP improvement, the middle school EM, Chad), this will be followed up with the expanded Academic Committee. Suzanne said ultimately the responsibility falls primarily on teachers.

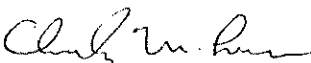
I. Academic Committee. Yolanda said she is looking for a consultant to work with the Academics Committee. That committee in the past has consisted of Suzanne and Rob, but it is desirable to include all board members willing to serve.

J. Financial Review. Ken presented the July financial statement and bank account detail for July 27 through September 13. Bruce asked about the \$8,000 for the "CollegeOnTrack" subscription. Yolanda explained this is a program used by many schools to help teens prepare for college and careers. Bruce asked about marketing. Larry noted Tracy's media team is providing free services. Rob commented that use of video on social media is a key marketing tool. The Claims Detail & financial statement were approved.

K. Operations Report. Yolanda distributed a written report.

L. Strategic Visioning. Larry explained all board members are invited to participate in an upcoming series of meetings (about 2 hours each) to analyze plans for the next three to five years.

The meeting was adjourned at 9:10 am.

  
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Charles Loeser, Assistant Secretary