

Career Academy of South Bend, Inc.  
Minutes of Meeting of Board of Directors  
September 24, 2014

Directors Present: Larry Garatoni, Tracy Graham, Bruce Greenberg, Vivian Sallie, Suzanne Wiwi  
By Phone: Steve Hartz  
Absent: Thomas Coley, Larry Davis, Jinny Longbrake  
Staff Attending: Paul Schlottman, Chad Addie, Kim Richardson, Charles Loeser, others

Larry Garatoni called the meeting to order at 5:35 pm.

A. Minutes of Prior Meeting. Vivian moved for approval of the minutes of the prior (August 19) meeting, Tracy seconded, and the minutes were unanimously approved.

B. Proposed Non-Budgeted Expenditure: Marketing Services. Paul presented the proposal for continuing marketing services by Great River Creative, at \$4,250/month for six months (9/20/14 to 3/19/15), noting that GRC's service in the summer marketing campaign, under its initial agreement which has recently expired, was extremely successful, as reflected by the enrollment results and as described in GRC's Marketing Activity Report. Going forward, GRC is proposing assistance not only with current and prospective students and families but in the next-level challenge: engaging businesses as partners of the school. Additionally, GRC will assist in building the school's ties with public and charitable organizations. Larry said that GRC has brought a new level of sophistication to the school's marketing. Tracy moved that the proposal be accepted, Bruce seconded, and the motion was approved unanimously.

C. Regulatory Requirements. Paul reported that Ball State has appointed Lynn Black to work with CASB on the two amendments the school wants to make to its charter agreement: (1) dividing into a separate high school (grades 9-12) and middle school (grades 5-8) before the end of the 2014-15 school year; (2) increasing the maximum enrollment from the current limit of 125 per grade. Paul is waiting to hear from Mr. Black.

D. School Operations.

1. Enrollment. Chad reported that as of this year's first Count Day (September 12), the school had 526 students enrolled, of whom 91% live in South Bend, 3% in Mishawaka, 2% west of the school, and 4% east of Mishawaka. It can be expected that some will transfer to different schools, but as the school has a waiting list and is still adding to the waiting list, it is expected that overall enrollment will remain at or near that level. The distribution by grade as of Chad's most recent tabulation is roughly as follows:

- i. Grade 5: 72
- ii. Grade 6: 45
- iii. Grade 7: 70
- iv. Grade 8: 61
- v. Grade 9: 92

- vi. Grade 10: 70
- vii. Grade 11: 68
- viii. Grade 12: 43

2. Staffing. Paul reported most positions have been filled but he is still looking for a Business Manager/business teacher, a Grade 7-8 teacher and a PLTW instructor.

3. Student Handbook. Paul reported the revised student handbook has been discussed extensively with teachers and students. He asked Dan Mares to comment. Dan said the discussion of the handbook in his Eighth Grade Social Studies class was spirited, with some students refusing to believe that the school has the right to search lockers until he showed them court cases on the issue; that led to a good lesson on constitutional law. Tracy asked what were other hot topics. Paul said there is always concern over dress codes, and the bullying policy is a big issue but most students support it. Tracy asked if the school seeks parent involvement; Paul said generally yes but this is not addressed in the handbook, other than the requirement for parents as well as students to sign the handbook to acknowledge receiving and accepting the stated policies. Tracy suggested that the handbook include a section about the importance of parental involvement for students to be successful, and describing forms of involvement that would be beneficial. Bruce asked if the school issues citations/tickets to students for misbehavior, as described in recent newspaper articles about SBCSC practice. Paul said the school does not do that; involvement of law enforcement is limited to behavior for which the law requires reports to legal authorities (such as smoking). Paul said that the school does not use suspensions as described in the articles about SBCSC, as in-school detention has been found more effective. Tracy moved for approval of the student handbook, and Vivian seconded the motion, which was unanimously approved.

4. Traffic Flow. Paul reported that morning drop-off is working well but there are still difficulties with afternoon pick-up. A plan has been developed for 9 pick-up points but the plan has not yet been implemented. It will include a pick-up for multi-sibling families as well as pick-up points for each grade.

5. Start of School Challenges. Paul said better transportation is a priority for the school to serve families unable to drive students to school. There are three Transpo buses to and from the school every day, carrying about 75 students (the cost is \$30/month or \$1/day). Many parents have established car pools. While transportation is important, the biggest start of school challenge is establishing the school culture with so many new students. There was also a major challenge in conducting the necessary 160 or so case conferences for special education students (the school has about 25% special education students, a higher percentage than SBCSC; the number of students diagnosed as autistic is increasing).

6. ISTEP and ECA Review. Paul reported that ISTEP passing rates for 2013-14 were up significantly from the prior year (from 48.4% to 64% in English and from 52.7% to 62.5% in math) but were still unacceptably low; there needs to be significant improvement this year. ECA results were also disappointing: of students in the 2015 graduation cohort, 63% passed the

English ECA and 49% passed the Algebra I ECA. These results were a key factor in the school's recruitment of experienced "master teachers" and other new teachers, as well as the new approach to collaborative professional development. Tracy said he would like to see an analysis of CASB in comparison with SBCSC, which Paul said will be done. Bruce said he would like to see analysis for students who have been at CASB for multiple years; Paul said that with the small class sizes and high turnover rates for the school's first years, the number of students eligible for such an analysis is so small a sample size that the data would not be meaningful at this point. Suzanne commented that both the ISTEP and ECA test will be changing this year (becoming more difficult), so a straight year-to-year comparison will not be possible; NWEA data would be more suitable for that purpose. Paul said that from all the expert opinions he's familiar, NWEA scores are a much better measure than ISTEP for measuring growth. Chad commented that if growth rather than percentage passing were to be the standard, CASB would be considered the most successful school in the county. Tracy asked if there's data to back that up, since other schools don't use NWEA. Paul said he would look into that.

E. Financials. Larry introduced Kim Richardson, who works for him and is helping with financial analysis temporarily while the school seeks a new business manager. Kim presented the historical financial statement for August and bank detail for 8/13-9/9. She explained the budget comparison and projection in the financial statement was deleted, since the budget needs to be substantially redone in view of the higher than projected enrollment and higher staffing level; a new budget forecast will be presented at the next meeting. Kim explained that the \$245,000 basic grant (tuition) revenue for August was based on the prior estimate of 400 students rather than the actual enrollment; there will be a catch-up payment later. Vivian asked if the marketing fees to Great River were shown in the August financial statement, she did not see it. Larry explained that expense was not shown, as the fee was paid in advance and the financial statement is on a cash basis. Tracy moved for approval of the financial statement and banking report, Suzanne seconded, and both were unanimously approved.

F. Comments. Colleen O'Brien, who is a part time Algebra teacher for the school and also a parent, suggested that the handbook should differentiate between age groups in describing what is expected of students. Vivian asked if she had submitted any written suggestions. Colleen said she had not, but had discussed this with other teachers in the grade 9-10 group, who generally agreed in principle; specifics can be better judged as the year proceeds. Vivian suggested a written follow-up if there are points that should be changed.

The meeting was adjourned at 7:52 pm.



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Charles Loeser, Assistant Secretary