

MEETING MINUTES

Name of Foundation: Southwest Charter Foundation, Inc.

Board Meeting: January 11, 2018

School(s) Present:

Bonita Springs Charter Academy

Cape Coral Charter School

Collier Charter Academy

Gateway Charter School

Gateway Intermediate Charter School

Gateway Charter High School

Manatee Charter School

Six Mile Academy

The minutes of Sunshine Law meetings need not be verbatim transcripts of the meeting. These minutes are a brief summary of the events of the meeting.

Date:	Start	End	Next Meeting:	Next time:	Prepared by:
January 11, 2018	10:00am	10:30am	February 7 th , 2018	2:00pm	R. Weaver
Meeting Location:					
Four Corners Upper School, 9160 Bella Citta Blvd, Davenport, FL 33986					
Attended by:					
Board Members: Ken Haiko, Chairman Dennis Clark, Vice-Chairman Tom Wheeler, Director John O'Brien, Director Shane Strum, Director Absent: Margaret (Peggy) Wells, Director			Other Attendees: Michelle Thompson, Regional Director Rita Weaver, Board Governance Manager Deborah Montella, VP Marketing		

CALL TO ORDER

Pursuant to public notice, the meeting commenced at 10:00am with a Call to Order by Chairman Ken Haiko. Roll call was taken and quorum established.

I. ADMINISTRATIVE

- Approval of the December 6, 2017 Board Meeting Minutes

MOTION: A motion was made by Tom Wheeler and seconded by Dennis Clark to approve the December 6, 2017 Board Meeting Minutes for Southwest Charter Foundation, Inc. Motion passed unanimously. (5-0, 1 absent)

II. CSUSA REPORTS

Enrollment

- Rita Weaver presented the overall enrollment for the Southwest Charter Foundation, Inc. board portfolio of schools. Enrollment results are down across all of the network of schools. The board discussed with the new approach to Enrollment and the ASAP Enrollment team that has begun the data analysis of the various challenges that the under enrolled schools face.
- The board had a robust discussion regarding enrollment shortfalls at the schools and implementing initiatives to correct and increase enrollment. The Principals updated the board with the pre-work being done prior to the Enrollment Summit meeting taking place on 1/22. Several of the board will be in attendance and the board requested an update on Enrollment.

Parent Survey Results

- Rita Weaver presented the parent survey results to the board and participation rates increased across the board's network of schools. The percentage of agree and strongly agree responses also increased across the network.

Marketing Plan

- Rita Weaver updated the board on the robust marketing plan she began implementing last year and the additional steps she is taking to brand each individual school, to highlight a larger social media presence for each individual school, as well as customizing a marketing approach with the Principals and leadership on the ground.
- Kimberly Zambito, Principal at Collier Charter Academy, discussed the various ways that marketing has been supporting the school's branding initiatives as well as the school's social media footprint.

III. NEW BUSINESS

- There was no new business.

IV. OLD BUSINESS


- Tom Wheeler requested an update on Manatee Charter School and an ASAP school. Michelle Thompson discussed with the board the compliance policies that have been updated and implemented as well as an update on the latest district visit to Manatee from a District representative. The team has taken the District's feedback and is implementing as appropriate. The board requested the school's NWEA winter-results at their February board meeting.

V. PUBLIC COMMENTS

- There were no public comments.

VI. ADJOURNMENT

MOTION: Motion was made by John O'Brien and seconded by Shane Strum to adjourn the Southwest Charter Foundation, Inc. January 11, 2018 board meeting. Motion passed unanimously.



Date: 2-7-18 Ken Haiko, Chairman