

Taylor's Crossing Public Charter School

Board Work Meeting Minutes 03-14-2018

Those in attendance:

Superintendent Wendt, Financial Director Toop, HR Director Adelizzi, Board Clerk Sterzick

I. CALL TO ORDER

The meeting began at 6:10 p.m.

II. ROLL CALL

Board Chairman J. Taylor	Present
Board Vice-Chairman Cardon	Present
Board Treasurer Capener	Present
Board Secretary Rice	Present
Board Member Radford	Present
Board Member C. Taylor	Excused
Board Member Montgomery	Excused

III. DISCUSSION ITEMS

High School enrollment, advertising and marketing

Board Chairman J. Taylor started a video marketing program on Face Book. The video is engaging and has had 3,300 views to date. He presented a printout of the results of the ad campaign. All Board members who have viewed the video, like it. Identifying what TCPCS stands for will be beneficial to promoting the school. It was suggested that sports pictures be added to the video to promote the sports program.

Superintendent Wendt discussed a survey of students in 6th grade through 11th grade. One question was to identify students interested in the basketball and volleyball programs. Another question was if the student would be returning to TCPCS for the 2018-2019 school year. The survey will help administration know the interests of students and the retention of students for the coming school year.

Chart Compliance Month for Strategic Plan (Plan due in October)

This item will be discussed in a future meeting.

Charter drift

Board Member Radford pointed out the original intent in the Charter for Harbor training in essentials (including respect and kindness), concept boards, Shirley reading method,

classroom direct instruction, and salaries. Discussion was held on how to return the school to the original intent of the Charter. The discussion will be continued in a future meeting.

IV. ADJOURNMENT

MOTION: A motion was made by Board Secretary Rice to adjourn the meeting. The motion was seconded by Board Vice-Chairman Cardon. Vote was unanimous. Motion carried. Meeting adjourned at 7:08 p.m.

Clerk of the Board

03-14-18 Work Session Minutes

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