

Atlas Public Schools

Board of Directors Meeting

10/08/20

In Attendance (via Zoom)

Russ Kirk

Alice Dickherber

Kwofe Coleman

Julius Anthony

Gay Lorberbaum

Colby Heckendorn

Genevieve Backer

Meeting Minutes

- Check in: Congratulations to Colby and Genevieve for all that they have accomplished!
- From Julius: St. Louis regional literacy association - installation of officers on Tuesday, October 27 from 5 pm - 6 pm. Streaming live on FB on MO regional literacy page. Dr. Tracy Hinz (sp) will be keynote speaker.

Public Comment

- There are no members of the public in attendance.
- Public Comment policies going forward will be listed on our meeting agendas.

Co-Founders Updates

Colby Heckendorn

1. Planning Year Budget
 - a. Reviewed anticipated income and anticipated expenses.
 - b. SchoolMint is a platform for application and registration that has been used by several other charter schools. SchoolMint will integrate with Atlas' SIS.
 - c. A one year contract has been signed and the platform is being built out. It is possible that the application might go live by 10/15. The guaranteed date for going live is 10/20.
 - i. Colby will own SchoolMint
 - d. D & O insurance cost is under discussion and bids are being sought. Doug Thaman has provided an estimate of \$3,000.
 - e. Cash on Hand beginning balance for 2021-2022: \$125,0000
 - i. Total Expenses \$196,900
 - f. 56,298.07 is the difference between Cash on Hand and total expenses for 2021-2022.
 - i. Plans to cover this:

1. TFA Enduring Ideas Grant (\$25,000)
2. Charter School Growth Fund (\$250,000)
 - a. This organization is focused on expanding the number of high quality seats in charter schools. The Founders have contacts inside this organization and previously went through the application process. They were encouraged to apply again.
3. Federal Charter School Program (\$350,000)
4. Other fundraising
2. Giving Tuesday Fundraising Campaign
 - a. We have registered with the event. We have a donate button on the website.
 - i. Ideas:
 1. Set a Board Level Goal
 2. Give a specific ask - the money is going straight to the explorers program (or, more generally, for programs like the explorers program), directly to kids. Helps families stay engaged and show up on day 1!
 3. Photos and video of kit distribution and summer pilot could be used as a promotional tool.
 4. Campaign could feature / fundraise for Explorers (educational programming cohort). Programs like Explorers and learning kits allow Atlas to engage with families in an authentic way. Focusing on this addresses recruitment. This is something that Atlas sees as continuing on. Explorers is for kits and material, but also for an infrastructure to support the program going forward.
 - a. Almost everyone who has filled out the pre-enrollment application has been either engaged with Explorers or an at-home learning kit.
 - b. If we raise more money we could do more Explorers programming.
 - c. Getting a sense of what other, similarly situated organizations are raising on that day would be helpful in reaching our goal
 - i. Two fold goal - spread the word about Atlas, and raise money/identify donors.
 - ii. Kwofe, Gay, and Alice (Philanthropy Committee) will meet to discuss this goal. Alice to set the meeting.
3. Enrollment and Lottery Policy
 - a. Our current policy has two lottery deadlines.
 - b. Colby suggests a change to this policy. He proposes three enrollment periods. This would allow families ready to commit and help with recruitment to officially enroll.
 - i. Application deadline Nov. 19, lottery Nov.
 - ii. January 1
 - iii. March 15

4. Recruitment Update: Colby led a discussion on current recruiting updates and target zip codes. We viewed the map and some demographic data for the children who have already completed the pre application to Atlas.
 - a. If we land at Central Baptist Church, we may want to adjust our charter to add the zip code for that geographical location.
 - b. 130 spots, shooting for 140 kids. We can do that without a charter revision. Recruitment goal.
 - c. We need 280 applications.
 - d. They have aligned recruitment tactics in order to make these goals.
 - i. Initial goal - 10 people to fill out the pre application form. This goal has been exceeded.
 - ii. Second goal: 40 people fill out the pre application
 - iii. Colby will share recruitment strategy at the next meeting.
5. Fall Kit update
 - a. Expanded to 225 this fall, 3 distribution days.
 - i. Families who can't pick up have gotten kits delivered or shipped.
 - ii. This has been used as an engagement tool for families.
 1. Created a ranking tool to gauge interest based on interactions. This is a helpful predictor for enrollment.
 2. Developed tactics to try to move them toward application.
 - a. Driving people to website
6. Potential Summer Session (7/19 - 8/13/2021)
 - a. Several potential wins, including funding, recruiting, and teacher benefits, closing gaps in learning post-pandemic.
 - b. Concerns: space & construction, and whether there is an infrastructure to support this and meet all other goals for the start of school.
 - c. Colby will do more work to formalize the plan.
7. Google for Education
 - a. Atlas emails are available! Board members reach out to Colby if they would like one.

Missouri Ethics Commission Registration

The deadline to complete the form is October 15. Board members who have not completed the form will complete it before the deadline.

St. Louis Board Leadership Academy

Russ and Alice have registered and will attend and report back.

Atlas School Board Policies Review Discussion

We need to set up a strategy for review of policies and customization. At this point in time, the whole board needs to look at all the policies to become familiar with them as a group. Kwofe suggested that we assign one set

of policies per month, for discussion at the next meeting. We will start with Finance and Governance policies. All board members will review the policies prior to the November 12 meeting.

Central Baptist Update (Kwofe Coleman)

Discussions continue regarding the education building, copying, greeter/security, they would like to get estimates on utility costs. We have already provided rough estimates to them. Pastor Riley and Karen are going to bring one of the trustees into the conversation. We hope to wrap this up by the end of the month.

Consent Agenda

Motions

1. Kwofe Coleman moved to appoint Colby Heckendorn as the Executive Director of Atlas Public Schools; Seconded by Alice Dickherber. Unanimously approved.
2. Alice Dickherber moved to adopt a third lottery in november as a part of our application policy; Seconded by Julius Anthony. Unanimously approved.

Meeting Notes

Going forward, motions will be prepared ahead of time and circulated as a part of the agenda.

We may need to call a special meeting to make a decision in October to handle any pending facilities matters.

Adjourn

Gay moved to adjourn the meeting. Seconded by Kwofe Coleman.

Action Items before next meeting (Thursday, November 12 at 5 pm via Zoom)

1. Philanthropy committee to meet to determine fundraising goal and guidance for Giving Tuesday (Kwofe, Alice, Gay)
2. All Board members to review Finance Policies and Governance for discussion at the next meeting. Colby will convert to google doc and circulate.