

NOVA ACADEMY

Board of Directors Meeting Minutes – December 7, 2017, 6:00 PM
500 W. Santa Ana Blvd., Santa Ana, CA 92701

CALL MEETING TO ORDER: 6:00 PM

The meeting was called to order by Board Chairman, Dr. Sanford Otsuji.

Members Present

Dr. Sanford Otsuji, Chairman
Dr. Susan Garrett, Co-Chair
Karen Lester, Treasurer
Gloria Grana, Member
Brenda Gonzalez, Member

Members Not Present

Norm Lester, Secretary

Staff Present

Renee Lancaster, CEO/Founder
Angie Dillon, Executive Assistant

Staff Present via Conference Line:

John Bowen, Director of Operations

CONSENT CALENDAR

The Consent Calendar was presented for approval. The Consent Calendar contained the following matter:

- Minutes from the October 19, 2017, Board of Directors Meeting

It is recommended that the Board approve the Minutes from the October 19, 2017, Board of Directors Meeting.

Motion: Susan Garrett

Second: Karen Lester

Vote	Yes	No	Abstain
S. Otsuji	X		
S. Garrett	X		
K. Lester	X		
G. Grana	X		
B. Gonzalez	X		

MARKETING UPDATE

Carrie Cornwall, Marketing Consultant, presented a marketing update to the Board. Ms. Cornwall provided a recap of last year's marketing goals and the focus for this year. This year the school will continue to work on reaching the enrollment goal of 435 while building on last year's marketing plan and improving the enrollment

experience for students and families. The website has been updated with new photographs. Ms. Cornwall presented current examples of advertising through Google, Facebook, and the local paper, Excelsior. Ms. Cornwall pointed out that NOVA Academy students completed 123 different college courses in 2017. This information is being included in the school's marketing message to show the benefits of attending NOVA Academy.

Dr. Sanford Otsuji, Board Chairman, asked what the strategy is for getting more people to share information publicly about NOVA academy through Facebook and Instagram. Ms. Cornwall said social media is a hot focus this school year. She is working on getting more teachers and staff to help with marketing by sharing pictures and events through social media. Also, she created a new NOVA News email address for staff to easily share their experiences and pictures to be posted on NOVA Academy's social media channels.

Carrie Cornwall went on to report that NOVA Academy-Santa Ana recently held a "Destination: College" event on November 30. It launched open enrollment for 2018-2019. Forty families attended the event and submitted Intent to Enroll forms. There will be an Open House event in January 2018. The date for Open House was changed from April to January so that it occurs during Open Enrollment.

Carrie Cornwall discussed the importance of targeting Spanish speakers in an effort to increase enrollment. Dr. Sanford Otsuji recommended that the school advertise on Spanish radio stations. He said the more NOVA Academy makes contact with the Spanish-speaking community, the more the school will get its message across.

The Board also discussed the role of parent engagement for increasing enrollment. Brenda Gonzalez, Board Member, commented that she enjoyed attending NOVA Academy's recent Coffee with the Principal event. She liked how it involved parents and she felt the school should host more events like this. She said it is important to host events to bring in parents. She recommended that events have a theme, such as Christmas, Valentine's Day, etc.

Renee Lancaster, CEO/Founder, added that NOVA Academy is currently interviewing candidates to fill a new Director of Family Engagement and Community Involvement position. This person's role will be to increase parent participation and community involvement. Brenda Gonzalez is involved in the interview process.

Carrie Cornwall concluded her presentation with a list of future goals, such as developing a sports program, maximizing relationships with colleges, and increasing alumni relations.

1ST INTERIM MULTI-YEAR BUDGET

Andy Silvert from Delta Managed Solutions and Karen Lester, Board Treasurer, presented the 1st Interim Multi-Year Budget for the Coachella campus. Ms. Lester pointed out that the numbers in Coachella's budget are incorrect and the ADA is actually 200. Dr. Sandy Otsuji said the Board cannot approve the budget for Coachella if it is incorrect. However, the Board can approve the budget pending the correction of the numbers for an ADA of 200. Mr. Silvert will submit a revised budget the next day with a corrected ADA of 200.

Motion to approve 1st Interim Multi-Year Budget for NOVA Academy-Coachella with ADA corrected from 186 to 200.

Motion: Karen Lester

Second: Brenda Gonzalez

Vote	Yes	No	Abstain
S. Otsuji	X		
S. Garrett	X		
K. Lester	X		
G. Grana	X		
B. Gonzalez	X		

Andy Silvert and Karen Lester presented the 1st Interim Multi-Year Budget for the Santa Ana campus. There is additional revenue from one-time state funding of SB740. The total additional revenue is \$135,000. The salary for the new Director of Family Engagement and Community Involvement position was included in the budget.

Motion to approve 1st Interim Multi-Year Budget for NOVA Academy-Santa Ana.

Motion: Susan Garrett

Second: Karen Lester

Vote	Yes	No	Abstain
S. Otsuji	X		
S. Garrett	X		
K. Lester	X		
G. Grana	X		
B. Gonzalez	X		

EXECUTIVE REPORT

Renee Lancaster presented the Executive Report. She informed the Board that enrollment is currently at 226 for the Coachella campus and 400 for Santa Ana. Ms. Lancaster provided an update on the California Dashboard website, which will come out with a new dashboard this week. On the California Dashboard, NOVA Academy-Santa Ana is shown to be performing ahead of surrounding schools. The dashboard also shows Suspension Rate by subgroup, such as nationality and English Learner status. Ms. Lancaster said the Santa Ana and Coachella campuses will be using an IO program to conduct benchmark analysis for student progress. Principals are visiting classrooms to work on academic interventions. Dr. Susan Garrett, Board Co-Chair, recommended hiring a part-time Special Education aid to help with Special Education students.

Renee Lancaster updated the Board on the charter renewal process for NOVA Academy-Santa Ana. The charter renewal petition was submitted to Santa Ana Unified School District (SAUSD). NOVA Academy is prepared to attend and speak at the SAUSD Board Meeting for charter renewal. Ms. Lancaster invited Brenda Gonzalez to be a speaker.

Recently the Santa Ana campus received a bill from the California Department of Education (CDE) for 2014-2015 regarding the school lunch program. John Bowen, Director of Operations, checked the data and found mistakes in the bill. He responded to CDE and reported the mistakes. This resulted in the bill being reduced to \$8,000. This amount will be taken out of the school's lunch program reimbursement. Dr. Sanford Otsuji asked

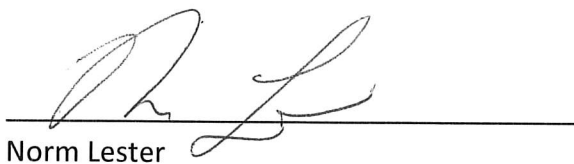
if the school is checking the data for 2015-2016 in order for the issue not to occur again. Mr. Bowen reported that the school thoroughly checks its data and is utilizing a new system called Titan.

Renee Lancaster reported that the focus on facilities for NOVA Academy-Santa Ana is taking more time and energy than planned. Dr. Sanford Otsuji recommended that the school hire staff to focus on facilities to relieve executive level staff.

Karen Lester provided a brief update to the Board on Prop 39. A plan for Prop 39 is due in January for the Coachella campus. Ms. Lester said she will speak with Karl Yoder again about Prop 39 and will find out more information to report back to the Board.

Adjournment

The meeting was adjourned at 8:11 PM.



Handwritten signature of Norm Lester in cursive script, written over a horizontal line.

Norm Lester