

# Minutes

## Organizational Board Meeting of the Online School of Arizona Board of Directors

**Date:** Wednesday, March 16, 2022  
**Time:** 6:00 pm MST  
**Location:** To be conducted via Zoom conference

### Item 1: Call to Order / Roll Call

Erin Albert called the meeting to order at 6:13 pm. MST

Board Member	Present	Absent
Erin Albert - President	X	
Laura Hatton – Vice President/Treasurer	X	
Paul Mendoza – Secretary	X	

### Item 2: Pledge of Allegiance

"I pledge allegiance to the Flag of the United States of America, and to the Republic for which it stands, one Nation under God, indivisible, with liberty and justice for all."

### Item 3: Statement of Purpose

"This meeting is a meeting of the Board of Education in public for the purpose of conducting the Academy's business and is not to be considered a public community meeting. There is a time for public participation during the meeting as indicated in the agenda."

### Item 4: Regular Business

- Approval of the Agenda

Motion by Erin Albert to approve the Agenda.

Motion: Erin Albert  
Ayes: 3  
The motion passed unanimously.

Second: Laura Hatton  
Opposed: 0

- Public Comments on Agenda Items – None

#### Join Zoom Meeting – For Public Attendance

Link:

<https://us02web.zoom.us/j/86845759955?pwd=V1FIRGZyK25zYlNmZjRibnAvUnNYQT09>

Meeting ID: 868 4575 9955

Passcode: 535276

Dial by your location

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

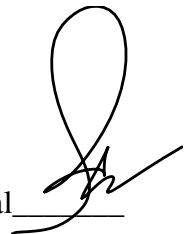
+1 929 205 6099 US (New York)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

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- Correspondence – Travis Gostinger commented that there is one piece of correspondence from the Arizona State Board for Charter Schools (ASBCS). We submitted the amendment for the new location to be added as the school location. ASBCS responded requesting an enrollment matrix and marked administratively incomplete until the matrix was submitted. We submitted the enrollment matrix and hope to have that finalized next week.
- Approval of the Minutes  
Motion by Erin Albert to approve the January 19, 2022, Board Meeting Minutes.

Motion: Erin Albert

Second: Paul Mendoza

Ayes: 3 Opposed: 0  
The motion passed unanimously.

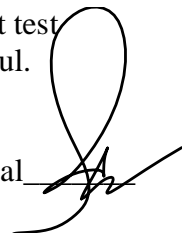
- Financial Update  
Michael Mania from Aspire Business Consultants started by sharing the P&L spreadsheet. Today we have the state source revenue booked. That does not include the second half of the instructional improvement fund payment that will also come out in June and possibly July. Prop 301 and equalization payments will continue through the rest of the year. Hopefully we will be able to add some funding in this year. The biggest expenses are instruction and administration. Advertising will continue to be a large expense. Our operational expenses are minimal. Special education is another big one. We are waiting to get further with federal funding for this. Michael presented the balance sheet. NextLvl is continuing to maintain cash in the bank account. The receivable account is the state funds that get paid to us on March 1st-5th. Our accounts payable is relatively small. It is for the individual bills. The big one is what is due back to NextLvl for footing the bill for everything. The last one is the loan from ACD. The last financial piece is that at the next board meeting we will be presenting a revised budget for the fiscal year 2022. That is a requirement from Arizona. I sent a preliminary budget to Travis for he and I to review and refine. We will present it to you at the next meeting for your approval. We have until May 15<sup>th</sup> for a budget revision. We will have a proposed budget prepared for you mid-June. Further discussion commenced.

## Item 5: Leadership Update

- Administration Update

School Update from Executive Director, Mitch Horlick. The testing window for the ACT was March 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup>. This is the high school achievement test required for 11 grade students. I am happy to report that it was successful.

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We used the learning center for testing. We had computers set up to accommodate our students. School climate is improving daily. Students work in the learning management system is steadily going up and students are starting to finish classes. Last week we had 7 students finish a class. We are getting good feedback from students and parents. Over the past month we implemented a system where we are contacting students and parents daily with updates. We are sending students updates through our learning management system notifying them of their progress and asking if they need any help. After that, we contact the parent with the same information and then let students know we have reached out to their parent. Our enrollment is at 32 students. We onboarded a student last week and have another one tomorrow. The learning center is open 5 days a week from 11 a.m.-4p.m. Our registrar has been meeting with all of the students, so they know exactly where they are currently at as well as getting a road map of what they need to do over the next few years. We have been notified about the Pop in Visit from the state and that we will have a virtual visit since we are a virtual school.

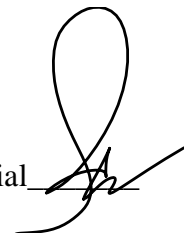
- **Management Company Update**

Tim Wood updated the board on staffing. Once our growth numbers get up, we will look at hiring additional staff. Travis Gostinger communicated a partnership with Ed Options. Steve Durand from Ed Options has worked with and managed other charter schools in Arizona and other states. It has been great to connect with somebody who knows the ins and outs of Arizona AOI's as we continue to lay the foundation for OSA. This is one thing that has helped with the student success as well. Mitch communicated that we have a new marketing partner we are working with called Enrollhand. They specialize in helping schools like ours increase enrollment. They are technology driven and can help us primarily through FB and Google. I'll report back as we see the perspective leads. We are sending out a targeted mailer to households in May, June, and July. We are concentrating on retention of the students that we have by talking to parents and students and communicating how much we value them. We are implementing a drip email campaign in April through our CRM specifically targeting retention. I am also looking for a social media influencer. Someone around our target age who has a lot of followers to help recruit students. Further discussion commenced.

**Item 6: Board Strategy and Planning**

None

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**Item 7: Public Comments on Non-Agenda Items**

None

**Item 8: Adjournment**

Motion by Erin Albert to adjourn the board meeting at 7:02 pm MST.

Motion: Erin Albert

Second: Laura Hatton

Ayes: 3 Opposed: 0

The motion passed unanimously.

Board Secretary Signature \_\_\_\_\_

Date 3/16/2022

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