

**APPRENTICE ACADEMY HIGH SCHOOL OF NORTH CAROLINA**  
Board Meeting

September 24, 2018  
Waxhaw Entrepreneurs Building  
7:00 PM – 9:00 PM

<b>Board Members</b>	Yan Greben	Board Chair
	Anna Blood	Board Vice Chair
	Sanna Tucker	Secretary
	Helen Gutshall	Treasurer
	Penny Wellman	Board Member
	Bob Dussinger	Board Member
	Pat Dussinger	Board Member
	Jim Warner	Board Member

**Attendees** Sharon Ross

**Motion** Yan put forward motion to add roll call to board meetings, Penny seconded the motion, all were in favor and the motion carried

**Call to Order** 7:09 PM, Yan Greben

<b>Roll Call</b>	Yan Greben	Present ( via Zoom )
	Anna Blood	Absent
	Helen Gutshall	Present ( via Zoom )
	Sanna Tucker	Absent
	Penny Wellman	Present
	Bob Dussinger	Present
	Pat Dussinger	Present
	Jim Warner	Present

**Approval of Minutes** Yan Greben made a motion to approve the 9/12/18 meeting minutes, the motion was seconded by Pat Dussinger, all members in favor and the motion carried

**Financial Report** Helen Gutshall

Copies of the financial report emailed to board members. The balance sheet total is \$59,773.09 as of August 31, 2018. For August income was \$2500, spend was \$830.74 for contracted services, operating expenses were \$102 for postage, \$59.98 for telephone leaving a net profit of \$1327.28.

**Principals report** Barry Ross

Concerning the board needing an approved marketing plan, it is due Friday. The first step will be developing smart goals. SMART information has been downloaded to Dropbox. The acronym stands for Specific. Measureable. Achievable. Realistic. and Time Based. The goals cannot be generalized or too

broad. First suggestion is the goal of reaching our target enrollment of 375 students by May 25 but can go to Aug 26, 2019. Bob Dussinger suggested a second goal of having proper staffing by May 25 2019. All members agreed that these two goals were realistic and in alignment with the schools plan.

#### Survey Results:

There were 22 respondents from the survey of 70+ which were sent out. The determination is the audience we want to talk to are parents of rising 9<sup>th</sup> graders and the second audience is parents of current 10<sup>th</sup> and 11<sup>th</sup> graders. Some of the statistics we received were as follows:

58.8% between 40-50 years old, 29.4% between ages of 50 and 60 years old. Annual family income, 43.8% above 100k per year; 18.5% between 70 and 80 years old. 12.5% between 50 and 60k per year. 12.5% between 80 and 90K per year. Bob advised this is well above the median income for Union County and also suggests previous marketing did not reach the majority of the county. Bob suggested location of meet and greets likely part of the problem reaching people and we have actually reached the demographic of those students looking to go to college. This will also affect eligibility for grants.

95% white, 5% Asian 87% married, 12% unmarried. 24% of families have been in their home for more than 12 years, 88% own home. Church attendance, 50% at least weekly. 88.2% never served military.

Family unit, 35% have a total of 4 members, 23.5% have 3 members or 5 members. 11.8% have 6 or more family members. 6% have 7 family members or more total.

50% of dads have bachelors degrees. 24% only have high school diploma. 59% of moms have bachelors degree, 27% of moms have a masters or better.

The majority of families came from Monroe and Waxhaw. It appears it was beneficial to shift east to Monroe. Anyone has a LinkedIn profile can follow Chip (Schoolhouse Dev.) on LinkedIn; he sends out helpful information for charter schools. An example school of what we need to be cautious of is a Chinese immersion language school in SC. There are several there and have over 500 kids. The one in Charleston shut down in its first month due to location and finance. They moved into an industrial building and no parents came. Only 30 students showed up on the first day. Every school submits a final enrollment number in June. One parent advised Barry starting 2 weeks early is a bad idea because some parents will enroll their children just to have somewhere to put their kids for two weeks and then move them to another public school once they start. Barry suggested we ( the Board ) adopt "Digital Marketing for Charter Schools: An actionable workbook to help you achieve your schools goals." Pat advised she has read it, a lot of what is in there is what we are already doing. Barry advised it can be revisited later to see what we can afford and possibly changed at a later time. Helen reiterated we did it by ourselves before and it didn't work; we didn't have people who had time to do it and it wasn't successful. We want to make sure if we are going to do it that we have people who *can* do it. Pat advised a lot of what she saw is what we are doing and some we need to start doing and she also has concerns about manpower. The marketing guide Includes tables, mailers, newspapers and telemarketers which are all things we have done. Pat will be calling parents from our past meet and greets and from the Heritage Festival but we need more man/woman power to man the upcoming events in October. Jim has some time and can attend at times with some flexibility. Two moms have volunteered to help out at events, there are two potential board members, one of which is an I.T. consultant who went to an apprentice school.

## Heritage Festival Monroe:

From 9 am to 3:30 pm had 16 sign ups. Mostly families, one man who works for Coca Cola, wants to meet with the school about recruiting. One mom whose husband is Pastor at church in Monroe wants someone to come out speak to their 100 or so member congregation. The table next to AAHS was a newspaper and the owner/operator indicated he would like for us to advertise with his paper and radio.

Penny asked what we haven't done that is in the marketing plan guide. Pat advised it's mostly virtual processes and social networking etc. such as LinkedIn and Facebook. Barry broke down the tactics grid; there are 4 categories: awareness, engagement, conversion and loyalty. Everything so far has been awareness. Engagement includes blog articles, email, newsletters, social media, video tutorials, lunch and learns...these should all be done between now and January. Then conversion which is the last step where parents move from registering and into enrolling. Sharon advised that as Pat has previously said everyone has their talent and she can help with the technology but we need to provide the content. For example she can put a newspaper article into multiple virtual forms but we ( the board ) need to provide the content. Chip ( Schoolhouse Dev. ) emailed Helen and has requested a meeting with Barry and her. Once the lease is signed we can move to budget. Helen drafted opening year budget, they will review it, see what they will be able to approve. Yan advised it sounds like the end of October realistically before any budget can be approved. Yan suggested for next steps we can work on structure ourselves. We can do homework and start a plan. In the meantime; Yan and Penny will meet with Rachel from Bright Crayon Marketing to see what plan she can provide and we can grade her proposal after putting it in Dropbox. Everyone will need to have read "Digital Marketing for Charter Schools" by next time we meet.

**Motion** Yan put forward a motion to move forward on our own with "Digital Marketing for Charter Schools" as a guide. Bob Dussinger seconded the motion, all in favor and the motion carried.

Previously Barry advised of the RTO (ready to open) checklist, this week they had their first webinar. They will get us to 80%, will need to complete last 20% of the opening process. They talked about marketing and discussed events. Kate, recommended we have our own events not just attend other events. Barry researched it and suggested we invite students for "a day in the life" events where students can have hands on experience with table top equipment. Doug loved the idea and has the HVAC team in contact with Barry. They will provide an expert and the table top equipment needed. Barry will meet with Russell at SPCC on Thursday to see if we can have there. We would possibly have one in December and one in Spring. The prospective students can visualize the class and have hands on experience. Ingersoll Rand also thought it was an excellent idea.

**Facilities** Barry Ross

The contract is almost done, the only thing that would cost the land is if they find something in the property undisclosed. Otherwise it should be complete in the next couple of weeks. Anna Blood is currently still reviewing the draft lease.

**Attorney Lyons** Penny Wellman

The employment Agreement was received by Barry and Penny and has been uploaded to Dropbox. It's very standard, needs to be reviewed by all members by next meeting for a vote. If the lease comes in sooner we will hold a meeting via a conference call to vote on approval.

**Morris Jenkins**                      Pat Dussinger

Pat reached out to Morris Jenkins and received a call back from him. A meeting has been set for October 12 that could potentially lead to an additional partner or sponsorship. The meeting with Pastor Santos went well. Both he and his group of church volunteers are super excited and ready to help support the school any way they can.

**Grants**                                  Bob Dussinger

A lot of grants are for acquisition of capitol for land etc. One for example was agricultural but for communities of 20k or less and Union Co is 35k. A lot of opportunities are out there but there is a lot of fine print; Jim will help Bob go through them. A lot of state and federal funds favor economically challenged areas. There are a number of fraternal organizations that offer grants but we will need to go through them. Penny is looking into Verizon's Innovative Learning as well.

**Shirts**                                      Penny Wellman

Rachel from Bright Crayon Marketing advised she can do our logo on golf shirts for us. There would be a one time digitize fee of \$60 and the cost of printing each shirt would be \$8.75. All members were in agreement with providing our own white golf shirts to wear at marketing events.

**Adjournment**                      Yan Greben

Tonight's meeting adjourned at 8:45 pm