

DRAFT

MEDIA ARTS COLLABORATIVE CHARTER SCHOOL
GOVERNING COUNCIL MINUTES
August 9th, 2022 10:00am
Virtual Meeting via Zoom Platform

1. Quorum Call
 - a. Mike called the meeting to order at 10:01am
 - b. Board Member Quorum Call
 - i. Michael Trujillo – Present
 - ii. Carolyn Carlson – Present
 - iii. Malinda Menke – Present
 - iv. Channing Concho – Present
 - v. Faith Toledo – Present
 - vi. A quorum is present
 - c. Staff Present: Anthony Conforti and Patrick Kelly
 - d. Public Present: Jennifer DeGraaf and Andrea Brown from Carroll Strategies
2. Approval of Agenda
 - a. Malinda made a motion to approve the agenda
 - b. Carolyn seconded
 - c. There was no discussion
 - d. Roll Call Vote –Mike Trujillo “AYE”; Carolyn Carlson “AYE”; Malinda Menke “AYE”; Channing Concho “AYE”; Faith Toledo “AYE”
 - e. Motion Passed 5-0
3. Approval of Minutes
 - a. July 12th, 2022 Minutes
 - i. Carolyn made a motion to approve the July 12th, 2022 minutes
 - ii. Malinda seconded
 - iii. There was no discussion
 - iv. Roll Call Vote –Mike Trujillo “AYE”; Carolyn Carlson “AYE”; Malinda Menke “AYE”; Channing Concho “AYE”; Faith Toledo “AYE”
 - v. Motion Passed 5-0
4. Committee of the Whole
 - a. No comments
5. Public Comment
 - a. No comments
6. Reports
 - a. Recruitment Committee
 - i. Andrea reported on recommendations

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1. Parent Survey
 - a. Main draw for school is for the comprehensive art program
 - b. Career Goals
 - i. 36% looking for internships, mentorships, etc
2. Opportunity
 - a. Goals
 - i. Drive recognition from community through activity at the school
 - ii. Elevate focus of film and vocational opportunities
 - b. How do we accomplish these goals?
 - i. Build relationships in community
 - ii. Expose students to opportunities
 - iii. Continue with social media, outreach
 - iv. Community partnerships
 1. Inside the school
 - a. Community speaker series open to public with high profile speakers
 - b. Guest speakers for students on regular basis
 - i. More technical, career oriented speakers
 - ii. Exposure to below the line jobs
 - c. Guest teachers for classes
 - i. Workshops
 2. Outside the school
 - a. Field trips
 - i. Netflix, prop rental, film locations, UNM
 - b. Shadow Opportunities
 - i. Not internships, but access to industry for a day
 - c. Joint shows at local galleries
 3. Show all these on social media
 - a. External outreach outside of school
3. Questions
 - a. Mike mentioned that the council has three committees that are brainstorming ideas

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- b. Mike would like to have weekly press releases if that is possible
 - i. Working with Jonathan to create a list of community outreach opportunities
 - c. Media committee really wants to get guest speakers to our school in the TEDx model
 - d. Carolyn wanted to make sure that Carroll Strategies knows about the next media committee and hopes they can attend
- b. Media Coordinator Report
- i. Anthony reported that there is a meeting for the school to continue the internship program with Reelz and the Ice Wolves
 - 1. Former student has been hired by Reelz
 - ii. Anthony reported that he, Jonathan and two students went down to Alamogordo to work on a mental health project
 - 1. Filmed the event
 - 2. Next task force meeting at the end of the month in Santa Fe
 - iii. Anthony would like to have Carroll Strategies be a guest speaker
 - 1. Anthony would like to offer stipends to guest speakers from the revenue of our Film Give Back award
 - iv. Mike would like to schedule a meeting with Puck Starr
 - v. Emmy nominations will go out next Monday, August 15th
 - 1. 11 submissions
- c. Sustainability Committee
- i. Outside the Box – to find a niche
 - 1. Mike wants a platform for the school to display the students' work
 - a. Possible streaming platform collaborating with other schools/entities
 - b. He hasn't found a platform that is in line with what he is thinking
 - 2. Mike read from Jonathan's report regarding committee highlights
 - a. See attached principal report
- d. Media Committee
- i. Carolyn reported that the committee has met twice and would like to have Carroll Strategies
 - 1. Carolyn listed the broader topics that Faith heard from students of what they would like to have at the school
 - a. Leads to guest speaker idea

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2. Cos Play event in the spring on May 4th and 5th with a Star Wars theme
 - a. Volunteer group could possibly come to the school
 3. Anthony had an idea of seeing if Better Call Saul would be willing to help with us promoting the school through Loyola's with our school in the background
 - a. Mike suggested that the school film a mock scene to show them
- e. Recruitment/Retention Committee
- i. Channing reported that we create pocket cards for school events, recruiting, etc.
 1. Mike suggested that Channing work with Carroll Strategies
 - ii. Malinda spoke to the main reason kids hear and come to our school is word of mouth
 1. Parents are wanting internships and mentorships
 - iii. Guest speakers is another idea that seem to come across all committees
 - iv. Mike would like each committee to come up with three solid ideas to come up with a timeline and goals to be able to complete for reporting at the September meeting or if possible for the retreat
- f. Principal Report
- i. Jonathan was not able to attend the meeting due to him having a personal commitment
 1. See attached report
- g. Financial Report
- i. Pat reported on the finances for July 2022
 1. Discussed various funds and their balances
 2. Reviewed the disbursements and deposits for the month
 3. There was \$241K of receipts and \$135K of expenditures
 - a. Large expenditures are due to summer payroll and construction costs
 - ii. Pat discussed the August financial report will more accurately reflect the available budget due to all staff contracts being entered along with appropriate taxes/insurance
 1. There will be some savings as more experience teachers have resigned since the budget was submitted and they have been replaced by less experienced and lower license level of teachers
 - iii. Presentation of Budget Adjustment Requests (BARs)

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1. Pat presented one BAR
 - a. #501-001-2223-0001-I (ELC Grant Increase)
 - iv. FY2022 Audit Update
 1. Pat reported that the FY22 audit is underway
 2. Conflict of Interest statement will be going out via email to the council for signature in the next few weeks
 - v. Approval of Financial Report
 1. Channing made a motion to approve the July 2022 financial report
 2. Malinda seconded
 3. There was no discussion
 4. Roll Call Vote –Mike Trujillo “AYE”; Carolyn Carlson “AYE”; Malinda Menke “AYE”; Channing Concho “AYE”; Faith Toledo “AYE”
 5. Motion Passed 5-0
7. Action Items
- a. Approval of Budget Adjustment Requests (BARs)
 - i. Carolyn made a motion to approve BAR 501-001-22-23-0001-I
 - ii. Channing seconded
 - iii. There was no discussion
 - iv. Roll Call Vote –Mike Trujillo “AYE”; Carolyn Carlson “AYE”; Malinda Menke “AYE”; Channing Concho “AYE”; Faith Toledo “AYE”
 - v. Motion Passed 5-0
 - b. Approval of SY2023 Employee Handbook
 - i. Carolyn made a motion to approve the SY2023 Employee Handbook
 - ii. Malinda seconded
 - iii. There was no discussion
 - iv. Roll Call Vote –Mike Trujillo “AYE”; Carolyn Carlson “AYE”; Malinda Menke “AYE”; Channing Concho “AYE”; Faith Toledo “AYE”
 - v. Motion Passed 5-0
 - c. Approval of SY2023 Student Handbook
 - i. Carolyn made a motion to approve the SY2023 Student Handbook
 - ii. Channing seconded
 - iii. There was no discussion
 - iv. Roll Call Vote –Mike Trujillo “AYE”; Carolyn Carlson “AYE”; Malinda Menke “AYE”; Channing Concho “AYE”; Faith Toledo “AYE”
 - v. Motion Passed 5-0
 - d. Approval of Revised COVID Response Toolkit
 - i. Malinda made a motion to approve the presented revised COVID Response Toolkit

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- ii. Channing seconded
 - iii. There was no discussion
 - iv. Roll Call Vote –Mike Trujillo “AYE”; Carolyn Carlson “AYE”; Malinda Menke “AYE”; Channing Concho “AYE”; Faith Toledo “AYE”
 - v. Motion Passed 5-0
 - e. Election of Officers
 - i. Tabled until September meeting
 - f. Approval of Construction Expenses
 - i. Standing Item – not needed
- 8. Old Business
 - a. The Council Retreat is set for Saturday, August 27th beginning at 10am
- 9. New Business
 - a. None presented
- 10. Adjournment
 - a. Agenda complete
 - b. Meeting adjourned at 11:21am

2022Aug09

New Mexico Academy for the Media Arts Principal Report & Presentation Outline

Enrollment

Current Stats:

	July 2022	August 2022	Packets Out	Waiting List
6 th Grade	18	18	2	0
7 th Grade	27	28	1	0
8 th Grade	28	31	4	0
9 th Grade	26	26	0	4
10 th Grade	31	29	0	5
11 th Grade	27	26	1	0
12 th Grade	20	20	0	0
	177	178		

Recruitment & Retention

Search Engine Optimization:

- Since we started in June, 517 clicks at a 7% rate
- 70% increase of browsers going to the “Apply” page
- As of the start of school, 23 applications for 2022-23 (two for 2023-24)
- Recommendations
 - Adding a “Thank You” page after submitting an application for tracking
 - More articles to get listed on Google
 - Let’s talk about advertisement for the Spring at the retreat

Council Recruitment Meeting

- Traditional approaches: Billboards, buses, radio & print ads, workshops
- Encourage students to post as part of their classroom assessment
- Events:
 - One Albuquerque
 - Albuquerque Arts Crawl
- Highlight the neighborhoods, Route 66
- Pocket cards, QR code (Carroll Strategies)

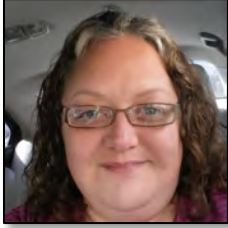
School Culture and Climate

New Staff & Teachers:

- Cori Carpio, Physical Education



- Courtney Clyne, Administrative Assistant/ Registrar



- Celena Cordero, School Counselor



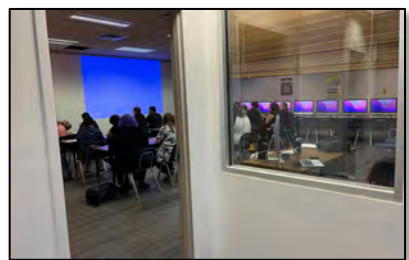
- Manuelito Tafoya, Facilities Manager/ Security



- Kim Rodriguez, MS Humanities (no photo)

Summer Accomplishments

- Rachel Kilman, Science Endorsement, now full STEM instructor
- Jonathan Dooley, CPO Certification
- Reception area completed and mosaic of Media Arts logo to begin...



Parent/ Community Survey

“How is your student’s SEL and behavior supports?”

- Support Staff is amazing. They understand anxiety.
- Very productive. Thanks for focusing on this especially at this age.
- Some staff need to be more calm when talking to students.

- Better than expected. Most inclusive environment I've ever seen. Strong emphasis on academics, belonging, and allowing children to be their authentic selves.
- Non-judgmental and open to differences.
- Would like the staff to provide more feedback on this.
- Staff being more discreet when talking about other students.
- Providing extra support, especially with anxiety in Math.
- Student blossomed socially. The reason to come back for high school.
- My student needs to take advantage of the support provided.

Lobbying Roundhouse

HM 43, Mental Wellness Task Force

- Rep. Pamela Herndon visited Media Arts to discuss task force



- Trip to Alamogordo to begin filming documentary



Renewal Update

Sustainability Narrative

- Full-time Administrator position would transition to a half-time position to involve responsibilities generated from the NM Public Education Department.
- Full-time Administrative Assistant/ Registrar position would transition to a half-time position to involve STARS Reporting as directed from the NM Public Education Department.
- Three-fourths Food Services Provider position would be terminated at the end of the 2022-23 school year.
- Full-time Facilities Manager position would remain as a full-time position.
- Full-time Business Manager position has already transitioned to the Vigil Group at half the cost.
- Full-time Social Work position would transition to one-third position to support IEP requirements.
- In anticipation of a continued declining enrollment, teachers are encouraged to earn endorsements in media fields. Likewise, CTE teachers are encouraged to earn teaching licenses in core subjects.
- In anticipation of half-time positions (above), creating Remote Friday for online instruction.

Sustainability Meeting

- What media classes exist? What has been put on hold?
- Reach out to the film industry about current need. Reach out to the union.
- Above the line as well as below the line.
- Look into a consortium of schools to showcase media and streaming service.

Upcoming Events

- *August 27 – Media Arts Council Retreat*
- *August 31 – PAC Ice Cream Social*
- ***September 15 – Renewal Application Due***
- *September 21 – Curriculum Night*
- *September 30 – Fall Festival/ Spaghetti Dinner & Pie Auction*