

# DRAFT

NEW MEXICO ACADEMY FOR THE MEDIA ARTS  
GOVERNING COUNCIL MINUTES  
August 27<sup>th</sup>, 2022 10:00am  
Virtual Meeting via Zoom Platform

1. Quorum Call for Annual Council Retreat
  - a. Mike called the meeting to order at 10:00am
  - b. Board Member Quorum Call
    - i. Michael Trujillo – Present
    - ii. Carolyn Carlson – Present
    - iii. Malinda Menke – Present
    - iv. Channing Concho – Present
    - v. Faith Toledo – Absent
    - vi. A quorum is present
  - c. Staff Present: Jonathan Dooley, Anthony Conforti and Patrick Kelly
  - d. Public Present: None
  
2. Approval of Agenda
  - a. Carolyn made a motion to approve the agenda
  - b. Malinda seconded
  - c. There was no discussion
  - d. Roll Call Vote –Mike Trujillo “AYE”; Carolyn Carlson “AYE”; Malinda Menke “AYE”; Channing Concho “AYE”
  - e. Motion Passed 4-0
  
3. Committee of the Whole
  - a. No comments
  
4. Public Comment
  - a. No comments
  
5. Discussion Items
  - a. No items presented
  
6. Sustainability Narrative
  - a. Jonathan presented his narrative regarding the enrollment and sustainability issues that the school is facing
    - i. Enrollment and Recruitment Narrative
      1. At Media Arts, while we continue charting interventions that are working, planning Project-Based media experiences, and reconnecting with students for academics and socio-emotional needs, student recruitment remains a concern for financial stability. As previously noted, the decline in enrollment and loss of funds has deeply affected the sustainability of the

# DRAFT

school. In response, Media Arts has implemented the following:

- a. Continuing to visit local elementary schools and middle schools (when possible) to share the media arts experience. This also includes promoting school community-building events, workshops, competitions, gallery walks and the annual Spring Recruitment Open Houses. During the year of remote learning, Media Arts continued these efforts, but in the virtual setting. Evidence: School Google Calendar, Community Presentations, Flyers and Mailings
- b. Hiring a public relations firm to increase the school's visibility in the community and in media outlets via press releases, radio/ TV ads and billboards. While this action has seen an increase in the number of lottery entries, enrollment continued to drop, but now remains around 184 students. Evidence: Social Media Calendars, Governing Council Minutes and CSD Site Visit Presentations
- c. Utilizing ESSER funds to reach out and advertise in subgroup communities that were deeply affected by the COVID-19 pandemic. As a result, the Media Arts student population has grown from 47% to 57% in students of color, with 5% of English Language Learners: 9% African American, 38% Hispanic, 1% Asian, 8% First Nations and, for the first time, 1% Pacific Islander. Evidence: ESSER Funds, PowerSchool & STARS Demographics and CSD Site Visit Presentation.
- d. Joining a lobbying group to become familiar with the Santa Fe Legislative Process and to increase our presence among the Roundhouse Legislators. This includes attending the annual New Mexico Film Day during the legislative sessions with Media Arts staff and students. Evidence: Governing Council Minutes, Principal Reports and CSD Site Visit Presentations.
- e. Returning to the school's founding document of Project-Based Learning in a collaborative studio model to
- f. 1) build the capacity for teaching in classrooms with an increased pupil-teacher ratio and 2) reimagine the mission of the school with a

# DRAFT

common prep time and flexible schedule for optimal PBL experiences. In essence, the Universal Prep allowed staff more time for in-depth collaboration on media experiences and for deeper conversations on interventions that were working. Likewise, the longer Collaborative Sessions gave students more time for standards-based learning and for producing hands-on projects. As a result, student achievement increased and the scope of media experiences increased as well. Moving forward, media arts now becomes a clear alternative school choice for families and students. Evidence: Admin Notes, NWEA Results, KidTalks Google Doc, Project Plans and CSD Site Visit Pres.

- g. Rebranding the school through a name change that embraces the reimagined collaborative studio model and that incorporates a structural facelift. These include adorning the buildings with signs and banners of the new name and moving the front of the school to the Career Technical Education wing
  - h. where visitors and families are immediately immersed in the media arts experience. Evidence: Admin Team Notes, Governing Council Minutes and CSD Site Visit Presentations
- ii. Sustainability Narrative
1. For the purpose of sustainability, the following adult actions are planned for SY2023-24 and beyond:
    - a. Currently, Media Arts does not provide transportation to and from the school location. In an effort to increase enrollment, Media Arts will look into providing transportation for students who are need it. This would involve altering the negotiated contract with the PEC.
    - b. Full-time Administrator position would transition to a half-time position to involve responsibilities generated from the NM Public Education Department, such as federal funding, licensing requirements, classroom observations and the charter renewal process. Onsite duties, such as committee meetings, discipline policies and parent outreach, would be delegated among the faculty as a cooperative. In the event of an open half-time teaching position, the

# DRAFT

Administrator may apply to create a full-time position.

- c. 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. Please read on...
- d. Three-fourths Food Services Provider position would be terminated at the end of the 2022-23 school year. Duties involving the preparation and serving of food would be delegated to the Administrative Assistant/ Registrar as to create a full-time position. Other duties such as cleaning classrooms would be delegated to the Facilities Manager.
- e. Full-time Facilities Manager position would remain as a full-time position. However, the school has discontinued the cleaning contract as the Facilities Manager has now taken over these duties.
- f. Full-time Business Manager position has already transitioned to the Vigil Group at half the cost.
- g. Full-time Social Work position would transition to one-third position to support IEP requirements. Other duties would be delegated to the School Counselor. Remaining at-risk funds would be used to retain a teaching position.
- h. Full-time STEM Coach and half-time Humanities Coach positions are funded through ESSER. The STEM Coach position would be terminated at the end of the 2022-23 school year; the Humanities Coach position would be terminated at the end of the 2023-24 school year.
- i. 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. Administration shall research and, possibly, apply for grants to assist with these expenses.
- j. In anticipation of half-time positions (above), creating Remote Friday for online instruction. Following a schedule similar to the 2020-21 school year when Media Arts was remote, staff and students would meet for classes online prior to lunch and would schedule "Operation:

# DRAFT

Reconnect” time in the afternoon. Furthermore, because of the increased special education population at Media Arts, SPED students would have the option of attending school on campus for online instruction and in-person support.

- iii. Discussion revolved around how to boost enrollment and retain students that has seen a decrease during the current charter term
  1. Pat showed an interactive spreadsheet so that Jonathan and the Council can project two years ahead
    - a. Spreadsheet has been updated for current staffing
      - i. Current staff costs will be 82% of our SEG revenue next year while fixed costs are about 34%
        1. This is what is causing the school to not be sustainable with its current model
    2. There was consensus that the school should investigate student to and from transportation
      - a. This may help retain students that travel a long way to our school and recruit new ones
    3. It was discussed that recruitment needs to be focused on middle schools (going to elementary schools)
    4. There was discussion around other revenue sources and local union collaboration
      - a. Media Arts will have a booth at the Film Union Expo this weekend
    5. Mike took notes of three things from each person at the retreat that could help recruit and retain students
7. Renewal Application, Part A
  - a. Jonathan shared the PED’s data in the preliminary version of Part A of the renewal
    - i. It was discussed that some items will be updated to show last school year’s data by Friday, September 2<sup>nd</sup>
    - ii. A graduation rate lower than both APS and state schools was discussed and hoping for a better result for last school year
8. Old Business
  - a. None presented
9. New Business
  - a. There will be a renewal application review meeting scheduled the morning of September 9<sup>th</sup> to review the draft of our renewal application

# DRAFT

- i. Via Zoom
  - ii. Two council members plus Jonathan and Pat
- 10. Adjournment
  - a. Agenda complete
  - b. Meeting adjourned at 12:14pm