

MEDIA ARTS COLLABORATIVE CHARTER SCHOOL
GOVERNING COUNCIL MINUTES
January 12th, 2021 7:30pm
Virtual Meeting via Zoom Platform

1. Quorum Call
 - a. Mike called the meeting to order at 7:30pm
 - b. Board Member Quorum Call
 - i. Michael Trujillo – Present
 - ii. Carolyn Carlson – Present
 - iii. Malinda Menke – Present
 - iv. Channing Concho – Present
 - v. Patti Gladstone – Present
 - vi. A quorum is present
 - c. Staff Present: Jonathan Dooley, Anthony Conforti, Alicia Faulds, Isaac AlaridPease and Patrick Kelly
 - d. Foundation Members Present: None
 - e. PAC Members Present: None
 - f. Public Present: Tom Carroll, Jennifer DeGraaf and Andrea Brown (all from Carroll Strategies)

2. Approval of Agenda
 - a. Malinda made a motion to approve the agenda
 - b. Channing seconded
 - c. There was no discussion
 - d. Roll Call Vote – Channing Concho “AYE”; Mike Trujillo “AYE”; Malinda Menke “AYE”; Carolyn Carlson “AYE”; Patti Gladstone “AYE”
 - e. Motion Passed 5-0

3. Approval of Minutes
 - a. December 8th, 2020 Minutes
 - i. Carolyn made a motion to approve the December 8th, 2020 minutes
 - ii. Channing seconded
 - iii. There was no discussion
 - iv. Roll Call Vote – Channing Concho “AYE”; Mike Trujillo “AYE”; Malinda Menke “AYE”; Carolyn Carlson “AYE” ; Patti Gladstone “AYE”
 - v. Motion Passed 5-0

4. Committee of the Whole
 - a. Nothing presented

5. Public Comment
 - a. None present and no comments

6. Reports
 - a. Recruitment Committee: Carroll Strategies
 - i. Media Advertising
 1. Andrea played the two different radio ads that are currently playing on 99.5 and 103.3
 - a. Goal was to target parents starting over the Christmas Break
 - b. Ends on January 23rd, 2021
 2. Andrea showed the digital ads that are done through these same radio companies and the ads are found in web browsing and the ad “follows” you
 - ii. Outdoor Options
 1. Billboards
 - a. Andrea showed examples of possible billboard designs
 - b. Showed both large and small options
 - c. Costs were shared with the different options
 - i. Small (Comanche, Osuna)
 1. ~\$2,000 – 12 weeks
 2. ~\$4,000 – 24 weeks
 3. \$300 production
 - ii. Large (I-25)
 1. ~\$13,000 – 12 weeks
 2. ~\$24,000 – 24 weeks
 3. ~\$700 production
 - iii. Lamar – Smallest
 1. \$200 per 4 weeks
 2. \$65 production
 2. Bus Advertisements
 - a. Half Back options on the back of the bus and the bus rotates throughout the city (4 weeks (period) - \$700/period)
 - b. King Kong – Side of Bus - \$2,900 per period
 - c. Cannot purchase one route as busses rotate throughout the city
 - b. Leadership Report
 - i. Alicia Faulds presented that the Leadership Council went back to their department to determine essential skills in the classes and these essential skills will be encompassed into the projects next year
 1. We don’t want to lose these skills and also want to add soft skills to these projects

- ii. Reimagining Team is working hard on the redesign of next year in regards to different types of schedules and how the projects work and how special ed, dual credit and other
 - iii. Spring Semester ideas on how to teach a little more grammar skills being taught as some of those are starting to diminish.
 - iv. Remote Learning professional development has been requested
 - 1. Possibly can use our staff to share best practices, what has worked, etc.
 - v. Trauma Informed Teaching Training
 - 1. January 4th staff attended the training
 - vi. Local Demonstration of Competency
 - 1. Alicia discussed how students can still earn a diploma through different measures as opposed to the standardized tests
 - a. Note: 8 students did take the SAT at MACCS this past fall
 - 2. Usually about 30% of our seniors do not meet the requirements of the math or English standardized tests
 - a. Students get a diploma through these other demonstrations of competency.
 - 3. Alicia shared the Local Demonstration of Competency document for the council to approve
- c. Internship Report
- i. Isaac AlaridPease reported on the current status of our seniors' internship progress
 - 1. 24% (6) have completed their internship, 16% (4) are in process and 24% (6) are at the beginning stages (one of these is progressing nicely and may complete)
 - a. 36% (9) have yet to start or will not attempt
 - i. 1 student in this group has shown some more interest into starting the process
- d. Principal Report
- i. Enrollment Update – 192 students
 - 1. Same as last month
 - a. We have had 2 student leave and 2 join MACCS
 - 2. 98% attendance in remote setting
 - ii. Recruitment and Advertising Update
 - 1. We have had one response from our radio ad; two from our postcard; and two from word-of-mouth
 - 2. Jonathan had an interview with the Associated Press regarding the success of our Operation: Reconnect and school wide engagement
 - iii. Student and Staff Perspectives

1. Jonathan shared one of our middle school student's media piece, "This is My Personal Opinion of the Year 2020"
 - a. Discussed how he has become a better student in the remote setting and is happier once he got settled in online school and the initial feeling of loneliness
2. Photography Spark Page
 - a. Jonathan shared a photography page of student work from Mr. Richardson's Trends in Photography class
 - b. Link to Spark Page
 - i. <https://spark.adobe.com/page/l8M0VO4Si42RT/>
3. Staff Perspectives
 - a. Jonathan showed some of the reflections the staff shared at our January 4th professional development
- iv. Safe School Plan
 1. MACCS submits a plan to PED for their approval every three years
 2. Jonathan has updated ours to our current safety teams and our campus changes
 3. Still awaiting a site evaluation from our insurance company, Poms and Associates
- v. COVID-19 Update
 1. Reentry Tool for secondary schools is still pending
 - a. It is expected to be received shortly
 2. Surveillance Testing
 - a. Must test 10% of in-person staff each week
 - b. We have approximately 10 staff/contractors that are physically on campus each week resulting in one person each week getting tested
 - i. Use of the Vault Testing Kits
 3. Special Ed student return to in-person learning on January 19th, 2021
- vi. Lobbying the Roundhouse
 1. Jonathan shared some information from the coalition and other legislative support groups
 - a. There is approximately \$71 million from the Public Education Reform Fund
 - i. \$1.1 million proposed to be allocated to having a nurse in each school
- vii. NM DASH
 1. Jonathan discussed the success of our Operation: Reconnect

- a. Jonathan shared data that showed we have maintained the same percentage of F grades from the fall of 2019
 - 2. Engage NM is currently working with 78 students
 - a. Five have been identified as needing internet hot spots
 - b. MACCS should be getting those to the students soon
- viii. Reimagining MACCS for 2021-2022
 - 1. Jonathan discussed the development of the master schedule for next year
 - a. Project Based Learning Model
 - b. Collaborative effort with teachers and admin staff
 - 2. Teachers have been asked to identify the ten big essential skills within their departments so they are not lost in the transition
- ix. Community Outreach
 - 1. Support Staff continues to host Parent Hours
 - a. Support and ideas for online learning
 - 2. Student Holiday Gifts
 - a. Art Supplies and Mind Puzzle Book
 - b. About half our kids picked them up at MACCS with a Grab-and-Go
 - c. The other half had theirs delivered by 7 staff members
- x. Upcoming Events
 - 1. Cyber Security Staff Training – Due January 18th
 - 2. 2021 Legislative Session – begins on January 19th
 - 3. Special Ed Students Return – January 19th
 - 4. Student Showcase Assemblies – February 12th
 - 5. On-Demand Council Trainings – due by June 1st
- xi. Council Comments and Questions
 - 1. No questions were raised

e. Financial Report

- i. Pat reported on the finances for December 2020
 - 1. Discussed various funds and their balances
 - a. Approximately \$312K of deposits and \$235K of expenses
 - 2. Reviewed the disbursements and deposits for the month
 - 3. Pat discussed the current cash balance of Operational and the HB-33 and SB-9 bond funds

4. Pat presented that we are currently spending approximately 75% of our operational dollars on classroom and student support expenses
- ii. Presentation of Budget Adjustment Requests (BARs)
 1. Pat did not have any BARs to present
 2. We were awarded \$48,100 for a Charter School Distance Learning grant to help with laptops capable of media software and hot spots for students that have no or limited internet
 - a. Hopefully we will receive an award letter prior to next month's meeting so a BAR will be presented
- iii. FY2020 Audit Update
 1. FY2020 audit should be finalized and submitted to the State Auditor soon
 - a. This is a little later than normal due to delayed federal guidance regarding the CARES Act funds at the PED level
- iv. Financial Outlook for FY2022
 1. Pat presented that the outlook looks better than it appeared this past summer
 2. Pat didn't want to speculate too much as the legislative session starts next week and concrete information can be presented next month
- v. Approval of Financial Report
 1. Channing made a motion to approve the December 2020 financial report
 2. Malinda seconded
 3. There was no discussion
 4. Roll Call Vote – Channing Concho “AYE”; Mike Trujillo “AYE”; Malinda Menke “AYE”; Carolyn Carlson “AYE”; Patti Gladstone “AYE”
 5. Motion Passed 5-0
- f. Media Coordinator Report
 - i. Would like to find a way for social media with our students to recruit
 - ii. We have a student from Santa Fe, the map that shows where our students come from is very valuable
 1. Possible remote learning cohort may be an option for the future
 - iii. Supports the advertisements on the bus
 - iv. Teachers have learned different ways to teach during the pandemic that may come into play after we are able to return in person

7. Action Items
 - a. Approval of BARs
 - i. No BARs were presented
 - b. Approval of Local Demonstration of Competency
 - i. Malinda made a motion to approve the presented Local Demonstration of Competency with the allowance of the meeting of course requirements for the 2020-2021 school year only
 - ii. Channing seconded the motion
 - iii. There was no discussion
 - iv. Roll Call Vote – Channing Concho “AYE”; Carolyn Carlson “AYE”; Malinda Menke “AYE”; Michael Trujillo “AYE”; Patti Gladstone “AYE”
 - v. Motion passed 5-0
 - c. Discussion and Possible Action on School Name and/or Logo Change
 - i. No motion was presented
 - ii. The council agreed that they would like to see the new logo with the name “New Mexico Academy of the Media Arts” at next month’s meeting
 - iii. The council would like Jonathan to look into the process of a name change and consult the school’s lawyer for possible help
 - iv. Item tabled until next month
8. Old Business
 - a. Council Training Update
 - i. Jonathan reminded the council of the on-demand training put on by the Coalition
9. New Business
 - a. None presented
10. Adjournment
 - a. Agenda complete
 - b. Meeting adjourned at 9:22pm