

MEDIA ARTS COLLABORATIVE CHARTER SCHOOL
GOVERNING COUNCIL MINUTES
July 12th, 2022 10:00am
Virtual Meeting via Zoom Platform

1. Quorum Call
 - a. Mike called the meeting to order at 10:02am
 - 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: 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. Channing 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. June 14th, 2022 Minutes
 - i. Carolyn made a motion to approve the June 14th, 2022 minutes
 - 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. June 21st, 2022 Minutes
 - i. Malinda made a motion to approve the June 21st, 2022 minutes
 - 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

4. Committee of the Whole
 - a. No comments

5. Public Comment
 - a. No comments

6. Reports
 - a. Recruitment Committee
 - i. Andrea reported on the status of social media content
 1. Working on more film related content to push out
 - ii. Site Signage
 1. Moving North sign and adding a larger sign
 2. Signs for fence on Copper and Washington
 3. Sign next to new main entrance
 - iii. Future Communications
 1. Planning on how to elevate the film program
 - a. Student and Community Focus
 - b. Build program in school to help promote the program
 2. Looking for other film internship opportunities
 - a. Guest speakers
 - b. Bring film community in to the school
 - c. Carroll Strategies is building a list of possible partnerships
 - iv. Anthony Conforti reported that the new president of IASTE 480, Puck Starr, may be a good contact for partnerships
 1. He also reported that legislators Pamela Herndon and Christina Trujillo have expressed interest in projects regarding having more mental health support in schools
 - b. Principal Report
 - i. Jonathan was not able to attend the meeting due to him having to take the CPO certification course because of Pat's upcoming resignation
 1. See attached report
 - c. Financial Report
 - i. Pat reported on the finances for June 2022
 1. Discussed various funds and their balances
 2. Reviewed the disbursements and deposits for the month
 3. There was \$341K of receipts and \$572K of expenditures
 - a. Large expenditures are due to summer payroll and construction costs
 - ii. Pat showed a chart on where operational expenditures were allocated for the 2022 school year

1. Approximately 68% was spent on classroom and student support
 - a. Down from our normal of ~75%
 - b. Increase in administration (16 to 19%)
 - c. Increase in facility costs (9 to 12%)
- iii. Presentation of Budget Adjustment Requests (BARs)
 1. Pat had no BARs to present
- iv. Charter Renewal Update
 1. Pat discussed the audit findings and the response for our renewal over the current charter term
 - a. FY2019 – 2 findings
 - i. One repeat – PO dated after service
 - ii. Resolved and discussed how we remedied
 - b. FY2020 – 0 findings
 - c. FY2021 – 0 findings
 - d. FY2022 – TBD
 - e. Board of Finance has never been suspended
 2. Financial Statements
 - a. Pat showed the charts of how operational dollars have been spent since FY2018
 - b. Typically spent about 75% on classroom and student support
 - i. That dropped to 68% in FY2022
 - c. Enrollment and Sustainability
 - i. Pat presented that CSD notified us at our site visit that we would need to address our declining enrollment and sustainability
 1. Pat showed the council an Excel workbook created for Jonathan to be able to plug in different scenarios
 2. Variable scenarios show whether it is sustainable or not
 - ii. A savings will be recognized by Pat being replaced with Jonathan choosing to hire the Vigil Group to manage finances
- v. FY2022 Audit Update
 1. Entrance conference
 - a. Today – Pat, Mike and Parent are attending
 - b. July 26th – Jonathan and Channing are attending
 - c. CSD indicated that our sustainability and decreased enrollment will need to be addressed
- vi. Approval of Financial Report
 1. Channing made a motion to approve the June 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. None presented
 - b. Approval of SY2023 Open Meetings Act Resolution
 - i. Carolyn made a motion to approve the SY2023 OMA Resolution
 - 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
 - c. Approval of New Committees
 - i. Carolyn made a motion to approve the creation of a Sustainability, a Recruitment/Retention and a Media Committee
 - ii. Channing seconded
 - iii. It was discussed that the following were proposed members of each committee:
 1. Sustainability – Mike, Carolyn, Jonathan and Pat
 2. Recruitment/Retention – Channing, Malinda (Mike will confirm) and Jonathan
 3. Media – Carolyn, Faith and Anthony
 - iv. Roll Call Vote –Mike Trujillo “AYE”; Carolyn Carlson “AYE”; Channing Concho “AYE”; Faith Toledo “AYE”
 - v. Motion Passed 4-0
 1. Malinda had left meeting before vote
 - d. Approval of Construction Expenses
 - i. Standing Item – not needed
8. Old Business
- a. Council Training Update
 - i. No update
9. New Business
- a. It was discussed to schedule the Council Retreat for Saturday, August 27th which will be fully devoted to committee work and sustainability
10. Adjournment
- a. Agenda complete

b. Meeting adjourned at 11:24am

2022July12

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

Enrollment

Current Stats:

	Returning	New	TOTAL	Packets Pending
6 th Grade		18	18	1
7 th Grade	22	5	27	2
8 th Grade	23	5	28	2
9 th Grade	21	5	26	3
10 th Grade	28	3	31	0
11 th Grade	24	3	27	0
12 th Grade	20	0	20	0
			177	

Recruitment & Retention

Search Engine Optimization:

- Second article ready to go (see attached), “Do You Have to Pay for Charter School?”
- Google ads have an increase of 6%, average on Google is 2% (see attached screenshots)
- Keep in mind that clicks costs money
- Driving people to the website
- Good reaction for only one week

School Culture and Climate

Goals for SY 2022-23:

- Fall Semester *Community* theme and the PBL experience of the “Green Space”
- Building a *Mentorship Program* for academic success and for Socio-Emotional Learning
- Reaching out to Industry Partners for internship experiences
- Implementing portfolios as an assessment tool
- Promoting projects through student-driven social media, i.e. TikTok, Instagram, Snapchat

Parent/ Community Survey

“What do you think we could do better?”

- More parent/ teacher conferences (three would be nice)
- Better defined media pathways, rigorous curriculum
- Nicer building with state-of-the-art equipment
- Equity when following discipline policy
- More extra-curricular opportunities, volunteer experiences
- Additional support with Project-Based Learning and group work
- PAC meetings later in the evening

Lobbying Roundhouse

Legislative Education Study Committee

- Teacher retention – increasing compensation matters
- Good teachers increase student achievement
- Teachers want support for their own SEL
- Executive order to streamline reporting, trimming the repetition
- New graduation requirements may include “Capstone Projects”
- Media Arts will reestablish the POLs for the 2022-23 school year
- Growing emphasis on Equity

Renewal Update

How is the school managing its finances?

- The Vigil Group has been asked to fill the business manager position in the wake of the resignation of Patrick Kelly. The Group looks forward to working with Media Arts as we navigate the charter renewal.
- The 2022 Media Arts Charter Renewal Application is almost complete, except for a School Response to 2.b. *Financial Compliance*
- Directions: *For each year in which the school had a significant deficiency, material weakness, or repeated finding(s) identified in the external audit, the school must provide a narrative explaining the improvement actions made to meet financial compliance requirements and the effectiveness of those actions in improving financial compliance. Success should be identified by specific changes in practice and changes in the audit findings in subsequent years. The purpose of the narrative is to demonstrate substantial progress toward achieving and maintaining financial compliance. Implementation of the described improvement actions should be verifiable through evidence at the site including renewal site visit.*
- *If the school's Board of Finance was suspended at any time during the term of the contract, the school must provide a narrative explaining the actions taken on the school's own initiative to correct financial compliance and regain the Board of Finance Authority and the success of those actions. The school must also describe the current status of the Board of Finance and continuing actions to ensure the same financial challenges do not reoccur. Success should be identified by specific changes in practice. The narrative must be supported by evidence to be reviewed during the renewal site visit.*
- What shall be the school's response?

Upcoming Events

- July 19 – Community Empowerment Fund, Summer Soiree (see attached)
- August 2 – Teachers Return, Prep & Planning
- August 5 – Students Return, Jump Start Day
- August 19 – PAC Ice Cream Social
- September 21 – Curriculum Night