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MEDIA ARTS COLLABORATIVE CHARTER SCHOOL
GOVERNING COUNCIL MINUTES
June 14th, 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: Jonathan Dooley and Patrick Kelly
 - d. Public Present: Jennifer DeGraaf and Andrea Brown from Carroll Strategies

2. Approval of Agenda
 - a. Channing 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”; Faith Toledo “AYE”
 - e. Motion Passed 5-0

3. Approval of Minutes
 - a. May 10th, 2022 Minutes
 - i. Carolyn made a motion to approve the May 10th, 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
 - b. May 17th, 2022 Minutes
 - i. Channing made a motion to approve the May 17th, 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

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4. Committee of the Whole
 - a. No comments
5. Public Comment
 - a. No comments
6. Reports
 - a. Recruitment Committee
 - i. Andrea reported that social media content is still active but has slowed down during the summer break
 1. She asked Jonathan to share student projects
 - ii. Press Releases
 1. Lending Library with PED
 2. Build with Robots
 - iii. Signage
 1. Small sign on north side of the building will be moving
 - iv. Search Engine Optimization
 1. Increasing our presence on Google search
 2. Addressing issues like Google not knowing school is in Albuquerque
 - v. Interior Design
 1. Architect is working on a design for the CTE building (new main entrance)
 - vi. Mike reported that he, Carolyn and Jonathan have been meeting regarding how we are advertising the school
 1. Want to focus on getting student ready for vocational careers
 - a. Focus on what our core role is and hit hard on being a school that prepares students for the media industry
 2. Jonathan reported that we need to make sure we focus on the film and media industry, focus on internship and the concerns of parents through his survey
 - a. Andrea requested that Jonathan send her the responses to the survey
 - b. Jonathan will close the survey in the next week or so
 3. Mike wants to be assertive in our advertising that promotes media
 - b. Principal Report
 - i. Jonathan showed a parent testimonial and some student work which included an animated show from one of our recent graduates
 - ii. Enrollment Update

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1. 185 average for the year
 2. 96% Attendance Rate
 3. Graduation Rate is 92%
- iii. PEC Contract and Performance Framework
1. How Successful were the Adult Actions?
 - a. NWEA Results return to pre-pandemic levels
 - b. NWEA Data for prep & planning
 - c. MLSS Goat Team KidTalks
 - d. NM DASH Progress Monitoring
 - e. Early Warning System to monitor students & strategies
 - f. Elevate NM Walkthroughs feedback & support, Domain 3B: Using Questioning and Discussion Techniques
 - g. Elevate NM Formal Observations feedback & support
 - h. National Honor Society and Term Grade Reports
 2. What Improvement Actions can be Made
 - a. Monitor student graduation progress
 - b. Equity training for theory into practice
 - c. Monitor subgroups on discipline referrals and NWEA results
 - i. Jonathan shared graphs on how our subgroups did on the NWEA
 3. How can Progress Be Maintained?
 - a. Monitor teacher & staff professional growth
 - b. Project-Based Learning and cross-curricular collaboration
 - c. Team Tiger charts interventions that are working
 4. Mission-Specific Goals
 - a. Career Pathways maintained at 100%
 - i. Exceeded Goal
 - b. Internships maintained at 50%
 - i. Did Not Meet Goal
 - c. Project-Based Learning presentations and exhibitions
 - d. Teachers Collaborate across subjects to incorporate media
 - e. Middle School utilizes Mixed-Grade Pedagogy and Media Literacy
 - f. Dual Credit and/ or Advanced Placement opportunities
 - g. Career-relevant Internships for eligible students
 - h. Community Media Outreach experiences
- iv. School Indicators

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1. Student-Focused
 - a. MLSS Goal Team KidTalks address Layer 1 Interventions
 - b. Freshmen Focus for Four-Year Cohort Graduation
 - c. Project-Based Learning with Collaborative Media
 - d. Universal Prep for Collaborative Planning & Prep
 - e. Student Voice and Choice in BIG IDEA Themes
 - f. Planning Mentorship Program for Socio-Emotional Awareness
 - g. Tutoring during the Instructional Day
 - h. Block Schedule with Cross-Curricular Sessions
2. Strong Community
 - a. Parent Advisory Council (PAC) and Town Hall Q&As
 - b. Equity Council focus on Representations of Race in Films
 - c. School A-ZOOMblies for Presentations of Learning
 - d. National Honor Society & Student Government Association
 - e. After-School Clubs and Lunch MathTalks & Appreciation Meals
 - f. Tiger Chats and Parent ZOOM Nights for SEL Support
 - g. AVID Program with Kindness Film Festival
 - h. Community Week Ahead of Classroom Info & Events
3. Student Achievement
 - a. Return of Science NWEA, Plan to Focus on Subgroup Results
 - b. Stress & Anxiety Management Club to Build Resiliency
 - c. College Visitations and Financial Aid Support
 - d. Career Pathways and Industry Partnerships
 - e. One-to-one Industry-level Laptops
 - f. Internships and Media Portfolios
 - g. Dual Credit at CNM, UNM and Institute for American Indian Art
 - h. Find Your Passion with State-of-the-Art Production Studios
4. Successes
 - a. 10 Rocky Mountain Emmy Awards
 - b. Over 20 Future Voices of NM Photography Awards

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- c. NWEA Reading Scores & NWEA Math Scores return to Pre-Pandemic Levels
 - d. 97% Attendance Rate
 - e. 100% of Seniors complete ONE Career Pathway
 - f. 50% of Seniors complete ONE Internship
 - g. 92% Graduation Rate of the Class of 2022 Cohort
- v. Administrative Review
- 1. Communications Goal
 - a. Admin Google Calendar
 - b. Monthly Staff Meetings
 - c. PAC Meetings and Town Hall Q&A
 - d. Community & Admin Week Ahead
 - e. Parent & Student Handbook (COVID Responses)
 - f. NM Academy for the Media Arts Website
 - g. PAC Facebook Page
 - h. MACCS InstaGram Account
 - i. JDooley Twitter Account
 - 2. Community Relations Goal
 - a. Carroll Strategies campaigns
 - b. Albuquerque the Magazine advertisement
 - c. Legislative & lobbying information
 - d. Work with industry partners
 - e. Curriculum Night & Recruitment Open House
 - f. End-of-term school wide a-ZOOMblies
 - g. Annual Gala Awards
 - h. Albuquerque Film + Music Experience
 - i. International District Healthy Communities Coalition
 - j. Families United for Education
 - k. United Way, Mission: Graduate
 - l. Public Charter Schools of NM (The Coalition)
 - 3. Organizational Management Goal
 - a. ESSER Funds and Title I, II & IV
 - b. Legislative capital outlay
 - c. Teacher & staff collaboration Goggle Doc
 - d. Safe School Plan
 - e. Admin Team and Instructional Coaches meeting notes
 - f. School construction and improvements
 - 4. Values and Ethics
 - a. Employee Handbook (COVID Response)
 - b. Discipline subgroup stats and analysis
 - c. MLSS Goal Team KidTalks
 - d. Equity training, Representations of Race in Film
 - e. PD collaboration regarding at-risk students
 - f. SEL narrative & academic focus

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- g. Monthly Tiger Chats for classroom support
- vi. Community Survey
 - 1. Jonathan shared graphs on:
 - a. Why do families choose Media Arts?
 - b. What do you like most about your experiences?
 - c. How can we fulfill your student's career goals?
 - 2. Mike raised a concern over the responses and would like to postpone the principal evaluation and contract executive session to a special meeting next week with that being the only items.
 - 3. Council questions/comments
 - a. Mike was greatly concerned about the answers of why families choose Media Arts?
 - i. Film (6%) and Internships (6%)
 - ii. Mike stated it is unacceptable that these are not higher
 - b. Carolyn commented that all aspects of media need to be emphasized, not just flashy movies
 - c. Malinda was curious where Photography fit in and Jonathan replied visual arts
 - d. Mike wants to know where the school is missing the mark
 - i. It is hurting our sustainability and there are some very alarming trends
- vii. Plans for 2022-2023
 - 1. Project Based Learning
 - a. "Zombie Apocalypse," Survival Boot Camp
 - b. Learning Google & Basics, Handbook Policies, Project Planning, SEL – Team Building and Navigating Conflicts
 - c. Focusing on Differentiation and IEP Quick Guides:
 - i. Organizing Groups, Individualized PBL Plans, Scaffolding Lessons, Benchmarks & Milestones, Learning Style Inventory, Mentorship Program, Universal Design for Learning
 - d. Consistent Discipline Plans with Clear Procedures
 - e. Dystopian v. Utopian Societies
 - 2. Media Experiences
 - a. "Green Space," North of the North Portable
 - b. Scriptwriting and Digital Storytelling
 - c. Photography and Painted Murals
 - d. Constructing a horno made of Adobe Bricks
 - e. Arts Crawl as the End-of-Semester POLs

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- f. Filming Interviews and Creating Portraits
 - g. Focus for each Grading Quarter:
 - h. Q1 – Me and My Community
 - i. Q2 – We and Our Community
 - j. Pamilya Herndon, Legislation on Mental Wellness
3. 2022-2023 Admin Focus
- a. Building community events to support kids & families
 - b. Pursuing media-oriented grants for program stability
 - c. Increasing internships with industry partners
 - d. Reorganizing the Foundation Board & PAC
 - e. Implementing portfolios as an assessment tool
 - f. Establishing studio production schedule
 - g. Promoting projects thru kid-driven social media
 - h. Developing school message for Search Engine Optimization
4. 2022-2023 Search Engine Optimization
- a. How do parents FEEL about coming to Media Arts?
 - b. Google searches has increased 800% over 5 years
 - c. Opportunity Switch – Showing consumer something that they initially were not searching
 - d. Begin “Building Our Message,” crafted around parents
 - e. Optimizing thru press releases, BIG content pieces, weekly & monthly info – giving Google lots to read
 - f. Talking to a robot, working the machine
 - g. Start using Google Ads
- viii. Upcoming Events
- 1. Lobbyist Luncheon – June 17th
 - 2. Summer School – June 6 – July 22
 - 3. Building an Equity Bridge Conference - June 27 & 28
 - 4. Staff Return – August 2
 - 5. Students Return for Bootcamp – August 5
- ix. Questions from the Council
- 1. It was requested that Jonathan email the council the charts from the community survey along with the NWEA data graphs
- c. Financial Report
- i. Pat reported on the finances for May 2022
 - 1. Discussed various funds and their balances

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2. Reviewed the disbursements and deposits for the month
3. There was \$230K of receipts and \$244K of expenditures
- ii. Presentation of Budget Adjustment Requests (BARs)
 1. Pat presented the following BARs
 - a. #51 – Operational Increase
 - b. #52 – Operational Increase
 - c. #53 – Operational Decrease
 - d. #55 – Food Service Carryover Increase
 - e. #56 – Food Service Decrease
 - f. #57 – Food Service Maintenance
 - g. #58 – Student Government Carryover Decrease
 - h. #59 – Student Government Increase
 - i. #60 – Student Government Maintenance
 - j. #61 – Title I Transfer
 - k. #62 – IDEA-B Maintenance
 - l. #63 – Title II Maintenance
 - m. #64 – CARES Act Transfer
 - n. #65 – SEL Grant Maintenance
 - o. #66 – Air Quality Grant Maintenance
 - p. #67 – HB-33 Carryover Increase
 - q. #68 – HB-33 Maintenance
 - r. #69 – SB-9 Carryover Decrease
 - s. #70 – SB-9 Maintenance
 - t. #71 – Operational Maintenance
 - u. #72 – Operational Maintenance
 - v. #73 – Operational Decrease
- iii. SY2023 Salary Schedule Revision
 1. Pat discussed a revision to the previously approved salary schedule
 - a. PED would like us to differentiate between a Bachelor’s degree plus 45 hours and a Master’s degree
 - i. New salary schedule makes a BA+45 to be \$10 less than a Master’s
- iv. Sustainability Discussion
 1. Pat presented that with decreased enrollment and the increased costs of employees that the school, as it is currently structured, will be financially unsustainable in SY2024
 2. Pat showed graphs of where SEG funds go and what is left over for administration
 3. This needs to be solved for our charter renewal
 - a. CSD indicated that our sustainability and decreased enrollment will need to be addressed

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4. Pat announced that he will be leaving the school this fall in late October/early November
- v. Approval of Financial Report
 1. Carolyn made a motion to approve the May 2022 financial report
 2. Channing 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 with one abstention
7. Executive Session was tabled by Mike with consensus from the council to have a special meeting next Tuesday, June 21 at 10am to discuss the principal evaluation and contract in more detail
8. Action Items
 - a. Approval of Budget Adjustment Requests (BARs)
 - i. Malinda made a motion to approve the presented BARs
 1. #51 – Operational Increase
 2. #52 – Operational Increase
 3. #53 – Operational Decrease
 4. #55 – Food Service Carryover Increase
 5. #56 – Food Service Decrease
 6. #57 – Food Service Maintenance
 7. #58 – Student Government Carryover Decrease
 8. #59 – Student Government Increase
 9. #60 – Student Government Maintenance
 10. #61 – Title I Transfer
 11. #62 – IDEA-B Maintenance
 12. #63 – Title II Maintenance
 13. #64 – CARES Act Transfer
 14. #65 – SEL Grant Maintenance
 15. #66 – Air Quality Grant Maintenance
 16. #67 – HB-33 Carryover Increase
 17. #68 – HB-33 Maintenance
 18. #69 – SB-9 Carryover Decrease
 19. #70 – SB-9 Maintenance
 20. #71 – Operational Maintenance
 21. #72 – Operational Maintenance
 22. #73 – Operational Decrease
 - ii. Channing seconded the motion
 - iii. There was no discussion
 - iv. Roll Call Vote –Mike Trujillo “AYE”; Carolyn Carlson “AYE”; Malinda Menke “AYE”; Channing Concho “AYE”; Faith Toledo “AYE”

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- v. Motion Passed 5-0
 - b. Approval of SY2023 IDEA-B Application
 - i. Channing made a motion to approve the proposed SY2023 IDEA-B Application
 - 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 Revised SY2023 Salary Schedule
 - i. Malinda made a motion to approve the revised SY2023 Salary Schedule
 - 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. Creation of Sustainability Committee
 - i. Mike tabled this item for now
 - 1. Would like to create a , Retention/Recruitment and Media Committees
 - 2. Mike will contact council members to discuss which committees they want to serve on
 - e. Approval of SY2022 Principal Evaluation
 - i. Mike tabled this item
 - ii. To be discussed and acted upon at the special meeting on Tuesday, June 21st
 - f. Approval of SY2023 Principal Contract
 - i. Mike tabled this item
 - ii. To be discussed and acted upon at the special meeting on Tuesday, June 21st
 - g. Approval of Construction Expenses
 - i. Standing Item – not needed
- 9. Old Business
 - a. Council Training Update
 - i. Carolyn and Faith have completed all eight hours
 - ii. Malinda and Channing are in the process of taking the on-demand classes
 - iii. Mike has yet to register for training
- 10. New Business
 - a. None presented

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11. Adjournment
 - a. Agenda complete
 - b. Meeting adjourned at 11:38am