

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

1. Quorum Call
 - 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 – Present
 - vi. A quorum is present
 - c. Staff Present: Jonathan Dooley and Patrick Kelly
 - d. Foundation Members Present: None
 - e. PAC Members Present: None
 - f. 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”; Faith Toledo “AYE”
 - e. Motion Passed 5-0

3. Approval of Minutes
 - a. April 12th, 2022 Minutes
 - i. Malinda made a motion to approve the April 12th, 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 “Abstain”
 - v. Motion Passed 5-0

4. Committee of the Whole
 - a. No comments

5. Public Comment
 - a. General Comments
 - i. No comments
 - b. SY2023 Budget

- i. No comments
- 6. Reports
 - a. Principal Report
 - i. Enrollment Update
 - 1. 180 – same as last month
 - 2. 97% Attendance Rate
 - ii. Recruitment Update
 - 1. New Applicants
 - a. 17 new applicants
 - b. Found out about NMAMA from:
 - i. Friend – 6
 - ii. Internet Search – 3
 - iii. Mailing – 4
 - iv. Advertisement – 1
 - v. Teacher -1
 - vi. Student – 2
 - c. Last month had 24 applicants
 - 2. Etan Polinger, Search Engine Optimization
 - a. Identifying our ideal customer by creating a buyer's persona
 - b. Finding exactly where dream clients spend their time offline and online to laser target them
 - c. Market discovery and competitive analysis to the ideal client
 - d. Revisiting and optimizing your unique selling proposition
 - e. Building compelling offers
 - f. Placing tracking codes on the site to monitor site visitors
 - g. Google analytics implementation and landing page software
 - h. Local SEO dashboard set up and email automation software
 - iii. COVID Update
 - 1. PED Response Toolkit, April 21 Version
 - a. Clarification on Test-to-Stay for close contacts of COVID positive household members.
 - i. If a close contact is continuously exposed, the close contact must quarantine for the 5 days the positive person is infectious, and an additional 5 days in case the close contact converts to positive.
 - b. Screening of unvaccinated adults on entrance into the school is now a local decision.

- c. Only those staff, contractors and volunteers who are unvaccinated and work onsite must provide weekly COVID test.
 - 2. No reported cases on campus since February
- iv. NM DASH Update
 - 1. 90-Day Progress Monitoring
 - a. Jonathan shared the Term 5 “F” Report
 - b. 5% drop from Term 5 in 2019 AND from Term 4 this year
 - c. All but One Grade Level Decreased in Students from Term 4
 - d. Level 1 – Graduation:
 - i. Mentorship Program cross grade levels as part of SEL initiative
 - ii. Improving SEL of the mentors and
 - iii. Increasing the academic success of mentees in Reading and Math
 - e. Level 2 – Math:
 - i. Subgroup results continue to reflect NWEA Math & Reading results
 - ii. Continue “Operation: Reconnect”
 - iii. Chart MathTalks attendance and how it affects student achievement
 - f. Jonathan shared a chart that showed discipline referral percentages not in line with student population
 - 2. NWEA Results
 - a. Jonathan shared the results of our latest rounds of short-cycle assessment
 - i. Most students returned to their pre-pandemic academic levels in both reading and math
- v. CSD Annual Site Visit
 - 1. Knocked the PBL out of the ballpark!
 - 2. Pathways need to be better defined
 - a. Focus on media, not limited to three pathways
 - b. Enlist CTE Team to help organize this vision
 - 3. Change online application, eliminate any perception of bias
 - 4. Student Focus Group
 - a. Kids involved in advertising
 - b. Appreciate SEL focus, safe school, no bullying
 - c. Kids have choice, teachers open to ideas, caring & helpful
 - 5. We will need to address our declining enrollment and sustainability for our charter renewal

- vi. Equity Council Update
 - 1. Latino Images in Films
 - a. Essential Question: “As you watched your film, what surprised you most?”
 - i. Stereotypes, gangsters in Latinx films
 - ii. Good-hearted, but naïve at times
 - iii. Poverty is not the issue until something external happens
 - iv. Representation matters
 - v. Stereotypes still prevalent, dispel them
 - vi. Media picks the narrative
 - vii. Recognize intersectionality
 - viii. Would we show these films to students?
 - ix. Very conventional, “gang meanness”
 - x. Surprising that guns have made a resurgence, a lot of knives
 - xi. Only one Latin actor in El Paso?
 - xii. Inclusiveness is very important when living in an “inclusive society”
 - xiii. To portray life, all cultures need representation, everyone is different
 - xiv. Lack of diversity and racism, isolationism
 - xv. Need to share rich history, diversity, telling our histories
 - xvi. Interconnectedness, close relatives
 - xvii. Need more accurate representations
 - xviii. Films Reviewed: West Side Story, Requiem for a Heavyweight, Milagro Beanfield War, Walk Proud, Ballad of Gregorio Cortez, Border Incident, And Now Miguel, Stand & Deliver, Mexican Spitfire, Salt of the Earth, La Bamba, Young Savages, El Paso, La Reina del Sur, Giant
- vii. PEC Contract Renewal Training, Monday, May 9
 - 1. Application deadline was changed to September 15
 - 2. Tell about the Adult Actions, what we’ve done to improve
 - 3. Include analysis of data
 - 4. Make graphics easy to read
 - 5. Focus on student growth and outcomes
 - 6. Let the data show what you’re talking about...
 - 7. PEC understands the challenges the pandemic posed
 - 8. Governing Council focuses on getting the training hours
- viii. Upcoming Events
 - 1. PAC Meeting and Town Hall – 5/10 4:30pm

2. Gala Awards on Zoom – 5/13 9:30am
3. 2022 Graduation – 5/23 10:30am
4. 8th Grade Promotion – 5/23 1:00pm
5. BBQ Picnic – 5/26
6. Teacher Training – 5/31-6/2

b. Financial Report

- i. Pat reported on the finances for April 2022
 1. Discussed various funds and their balances
 2. Reviewed the disbursements and deposits for the month
 3. There was \$471K of receipts and \$286K of expenditures
 - a. There is an expected \$129K of receivables from PED
 - i. Down about \$170K from last month
 - ii. Received all of our ESSER III reimbursements
- ii. SY2023 Food Service RFP
 1. Pat showed the proposal from Canteen of Central NM
 - a. They were the only submission to our RFP
 - b. As the only vendor, Pat will be requesting approval for them to provide food service to the school in 2022-2023 and possibly beyond
- iii. Cell Phone Policy
 1. Pat presented a policy to allow certain employees to have a school issued cell phone
 - a. Developed by Patty Matthews
 2. This was requested by our Registrar/Admin Assistant as she was needing to work remotely for most of June
 - a. This request has become obsolete as she has resigned from her position
 3. Pat still would like to request approval as other similar situation may arise
- iv. Presentation of Budget Adjustment Requests (BARs)
 1. Pat presented the following BARs
 - a. #44 – Title IV Decrease (\$2,519)
 - b. #45 – ESSER II Carryover \$6,263
 - c. #46 – 3% Raises for 4th Quarter \$15,274
 - d. #47 – Operational Transfer \$0
 - e. #48 – Operational Maintenance \$0
 - f. #49 – ESSER III Maintenance \$0
 - g. #50 – E-Rate Maintenance \$0
- v. 3% Pay Increase
 1. Pat presented the memo from PED suggesting the raises from HB-2 be paid out in a lump sum for salary employees and a rate increase for hourly employees

- vi. Approval of Financial Report
 - 1. Carolyn made a motion to approve the April 2022 financial report
 - 2. Channing seconded
 - 3. There was no discussion
 - 4. Roll Call Vote –Mike Trujillo “AYE”; Malinda Menke “AYE”; Carolyn Carlson “AYE”; Channing Concho “AYE”; Faith Toledo “AYE”
 - 5. Motion Passed 5-0
- vii. SY2023 Budget Presentation
 - 1. Enrollment Analysis
 - a. Pat presented the funded enrollment for next year to be 184.5 students
 - b. A chart was displayed showing the decline of students at the school since its peak of 259 students
 - i. Pat discussed how this has drastically affected our SEG revenue
 - 2. Revenue Analysis
 - a. Pat showed a chart showing the SEG revenue history and projection for the upcoming school year
 - b. SY2023 SEG Revenue will be \$2,178,667 which is a decrease of \$184,748 from this year’s allocation
 - i. A decrease of about 7.8%
 - 3. Budget Changes
 - a. There was a 12.09% increase to the Unit Value resulting in \$233K of revenue
 - b. There is no hold harmless clause this year
 - i. Funded on actual enrollment and not pre-pandemic
 - c. Six percent increase to health insurance premiums costs the school \$8K
 - d. Two percent increase to retirement contributions for the school costing \$26K
 - e. Twenty percent cut to small school size revenue, a loss of about \$170K
 - f. Four percent drop in enrollment costs about \$63K
 - g. Employee raises and license level increases cost the school about \$294K
 - 4. Staffing Changes
 - a. Positions Eliminated
 - i. High School Humanities teacher
 - ii. High School STEM teacher

- iii. High School Film Teacher
 - iv. Special Education Teacher
 - v. Part-Time Counselor
 - b. Other Changes
 - i. Current PE contractor is leaving the school and will be replaced by an employee
 - ii. We will have a new Registrar/Admin Assistant
 - iii. Both counselors are leaving the school and will be replaced by one full time counselor
 - iv. Facility manger is resigning at the end of the month and a new one will be hired in June
- 5. Revenue Budget
 - a. Pat presented that our 184.5 funded students generate 407.845 units giving us the \$2,178,667 in SEG revenue
 - b. We are projecting an overall budget that includes all funds to be over \$4,000,000
- 6. Expenditure Budget
 - a. Salaries and benefits/taxes make up about 72% of our operational budget
 - i. Pat showed a chart for salary categories and their overall percentage
 - ii. Budget is about \$1.97 million for all salaries and benefits/taxes
 - b. Pat detailed where we are projecting to spend about \$250K on contract services not related to the facility
 - c. Pat detailed the \$160K that the school is budgeting for supplies, instructional materials, trainings, software and other services
 - d. A chart showing facility costs was presented which detailed the \$530K of expenditures towards our facility and maintenance
- 7. Special Education and At-Risk Funding
 - a. Pat presented that we are budgeting approximately 98% of our \$426K of special education revenue and 105% of our \$265K at-risk revenue
- c. Sustainability Discussion
 - i. Jonathan and Pat presented that our sustainability will come up with our charter renewal this fall

1. We need to be able to address it along with the declining enrollment number
 2. Pat showed a spreadsheet that he made for Jonathan to be able to test various staffing scenarios to see how they affect the budget in 2 to 3 years
 3. Pat discussed how current enrollment may force the school into having part-time administrative positions and cutting back on contractors
 - ii. Mike recommended that small “committees” meet to discuss the various components of this issues
 1. He will reach out to council members to see which components they would like to help with
7. Action Items
- a. Approval of Budget Adjustment Requests (BARs)
 - i. Channing made a motion to approve the presented BARs
 1. #44 – Title IV Decrease (\$2,519)
 2. #45 – ESSER II Carryover \$6,263
 3. #46 – 3% Raises for 4th Quarter \$15,274
 4. #47 – Operational Transfer \$0
 5. #48 – Operational Maintenance \$0
 6. #49 – ESSER III Maintenance \$0
 7. #50 – E-Rate Maintenance \$0
 - ii. Malinda seconded the motion
 - iii. There was no discussion
 - iv. Roll Call Vote –Mike Trujillo “AYE”; Malinda Menke “AYE”; Carolyn Carlson “AYE”; Channing Concho “AYE”; Faith Toledo “AYE”
 - v. Motion Passed 5-0
 - b. Approval of 3% Pay Raise Payment
 - i. Carolyn made a motion to approve that the 3% increase for the 4th quarter be paid as a lump sum for salary employees and a rate change effective 4/1/22 for hourly employees
 - ii. Channing seconded
 - iii. There was no discussion
 - iv. Roll Call Vote –Mike Trujillo “AYE”; Malinda Menke “AYE”; Carolyn Carlson “AYE”; Channing Concho “AYE”; Faith Toledo “AYE”
 - v. Motion Passed 5-0
 - c. Approval of SY2023 Budget
 - i. Malinda made a motion to approve the presented SY2023 Budget
 - ii. Carolyn seconded
 - iii. There was no discussion

- iv. Roll Call Vote –Mike Trujillo “AYE”; Malinda Menke “AYE”; Carolyn Carlson “AYE”; Channing Concho “AYE”; Faith Toledo “AYE”
 - v. Motion Passed 5-0
 - d. Approval of SY2023 Food Service Proposal and Contract
 - i. Carolyn made a motion to approve the presented proposal for food service and for the contract for SY2023 food service
 - ii. Channing seconded
 - iii. There was no discussion
 - iv. Roll Call Vote –Mike Trujillo “AYE”; Malinda Menke “AYE”; Carolyn Carlson “AYE”; Channing Concho “AYE”; Faith Toledo “AYE”
 - v. Motion Passed 5-0
 - e. Approval of SY2023 Budget
 - i. Carolyn made a motion to approve the presented Cell Phone Policy
 - ii. Malinda seconded
 - iii. There was no discussion
 - iv. Roll Call Vote –Mike Trujillo “AYE”; Malinda Menke “AYE”; Carolyn Carlson “AYE”; Channing Concho “AYE”; Faith Toledo “AYE”
 - v. Motion Passed 5-0
- 8. Old Business
 - a. Council Training Update
 - i. Mike made note that council members need to get their training hours including himself
- 9. New Business
 - a. None discussed
- 10. Adjournment
 - a. Agenda complete
 - b. Meeting adjourned at 11:24am