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MEDIA ARTS COLLABORATIVE CHARTER SCHOOL
GOVERNING COUNCIL MINUTES
November 9th, 2021 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. Patti Gladstone – Absent
 - vi. A quorum is present
 - c. Staff Present: Jonathan Dooley, Anthony Conforti, Tom Richardson and Patrick Kelly
 - d. Foundation Members Present: None
 - e. PAC Members Present: None
 - f. Public Present: Faith Toledo (potential council member); Tom Carroll and Jennifer DeGraff 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”; Carolyn Carlson “AYE”; Malinda Menke “AYE”
 - e. Motion Passed 4-0
3. Approval of Minutes
 - a. October 12th, 2021 Minutes
 - i. Carolyn made a motion to approve the October 12th, 2021 minutes
 - ii. Channing seconded
 - iii. There was no discussion
 - iv. Roll Call Vote – Channing Concho “AYE”; Mike Trujillo “AYE”; Carolyn Carlson “AYE”; Malinda Menke “AYE”
 - v. Motion Passed 4-0
4. Media Coordinator Report
 - a. Anthony reported on the Ice Wolves and the excitement around tonight’s game vs the USA Women’s Team
 - i. Stan Hubbard has recognized our school in news release
 - ii. Reminded of dress codes that we go out into community
 - b. Pamela Farmer did win the Rocky Mountain Emmy Award

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- c. Skills USA at the PED looks to help promote and foster CTE programs
 - i. One of our students won award for their pin design contest
 - ii. Would like to continue a relationship with the school
 - d. CTE Day at Legislature on January 31st
 - i. Anthony suggested the CTE programs around state get together to approach Netflix, etc as a group
 - e. NM Film Office Giveback Program
 - i. \$19,584.97 from The Covenant
 - f. Play-by-play announcer for the Isotopes has contacted Anthony regarding possible internship opportunities
5. Internship Coordinator Report
- a. Tom Richardson reported that we had the most students ever involved in the Ice Wolves
 - i. Students are exciting and energetic
 - ii. Ice Wolves are grateful for the relationship with the school and students
 - iii. Stan Hubbard, owner, recognized our students in a press release
 - iv. Proview and Isotopes may offer more internship opportunities
 - b. More students are coming to Tom with their own ideas
 - i. Better engaged if students are selecting what interests them
 - 1. NM History Museum and Hispanic Cultural Center are possible internship partners
 - c. Seniors are gaining internship hours, they started with a deficit due to last year and the pandemic
 - d. Channing mentioned to Tom that the Indian Pueblo Cultural Center is looking for some help
 - i. Channing will email Tom some information
6. Council Member Changes
- a. Resignation of Patti Gladstone
 - i. Channing made a motion to accept the resignation of Patti Gladstone
 - ii. Carolyn seconded
 - iii. There was no discussion
 - iv. Roll Call Vote – Channing Concho “AYE”; Mike Trujillo “AYE”; Malinda Menke “AYE”; Carolyn Carlson “AYE”
 - v. Motion Passed 4-0
 - b. Acceptance of Faith Toledo
 - i. Malinda made a motion to accept Faith Toledo as a new member of the Governing Council
 - ii. Channing seconded
 - iii. There was no discussion
 - iv. Roll Call Vote – Channing Concho “AYE”; Mike Trujillo “AYE”; Malinda Menke “AYE”; Carolyn Carlson “AYE”

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v. Motion Passed 4-0

7. Committee of the Whole
 - a. No comments
8. Public Comment
 - a. No comments
9. Reports
 - a. Recruitment Committee
 - i. Jennifer presented on the fall recruitment campaign
 1. Showed the kiosk at the mall that will run through the spring recruitment
 2. Telemundo sent over some quotes to re-run our ad with them in November and December
 3. FNX & NM PBS
 - a. Possibility to advertise with
 - b. Sub-channels attract diverse and rural audiences
 - c. FNX - \$10,000/year for 2,500 ads
 - d. PBS Main Channel was cheaper
 4. Social Media Update
 - a. New photos have been taken and new social media calendar will be given to Mr. Dooley
 5. Promoting Ice Wolves internship
 6. Outdoor Signage
 - a. Banner on elevator shaft - \$2,150
 - b. Central sign - \$1,131
 - c. School Entrance - \$2,110
 - d. Stairwell Sign - \$513.26
 - e. Permits, Installation, etc - \$4,360
 - f. Total - \$10,265 + Tax
 - g. Discussion on CTE building signage
 7. Teacher Profiles and Expertise on Website along with awards, testimonials, FAQs
 8. Next Steps
 - a. Teacher Profiles
 - b. Ice Wolves Earned Media
 - c. Signage
 - d. Determine next advertising strategy
 - ii. Enrollment Update
 - b. Principal Report
 - i. Jonathan announced Pamela Farmer's Emmy award and showed other student videos and art work
 1. Collaboration with Spanish class filming in the television studio

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1. Enrollment is at 188 students
 - a. Up 4 from last month
2. Attendance is at 97% which has been consistent
- iii. Corner of Copper & Adams – Developing the Open Space:
 1. No plan yet
 2. Options are open...
 3. ABQ wants something diverse and this property can be mixed-use
 4. Looks like apartments on the north end of the property
 5. The south would have a restaurant with alcohol or a small boutique hotel
- iv. 2021-22 NEW Response Toolkit Update
 1. Test to Stay program modifies quarantine policies
 2. Examples of quarantine duration that could be up to 30 days
 3. Definition of COVID-19 symptoms reflect updated research
 4. Instructional supports, Media Arts utilizes online from home
 5. Flowchart for quarantine decision-making
 6. Surveillance testing is required for all schools at no cost
 7. Updated advocate contact list
 8. Second Vaccination Clinic pending, 65% attendance last month
- v. 2021-22 Term 2 “F” Report
 1. Jonathan reported that there were 192 F’s from 88 students for our 2nd grading term
 - a. This is up from Term 1 which was 92 F’s from 62 students
 - b. 47% of our students had at least one F which is lower than our pre-pandemic in 2019 of 52%
- vi. NM DASH – 30-Day Progress Monitoring
 1. Observations show increased engagement in question & discussion
 2. NWEA results maintain grade level proficiency
 3. MLSS interventions: Increase home/ school communication, one-to-one instruction, staffing to problem solve, progress monitoring
 4. Graduation (Core) Instruction:
 5. Daily attendance maintained at 97%
 6. Students with “F” Grades improvement over pre-COVID results
 7. Career Pathways: 24% Film, 11% Program & Design, 65% Visual Arts
- vii. Elevate NM Update

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1. Jonathan shared a graph on the teacher self-reflection results
 2. 2021-22 Professional Development Plan Results – Domain 3B – Using Questioning and Discussion Techniques
 - a. Allowing students to think critically about their work
 - b. Open-ended questions lead to more engagement
 - c. Students express themselves with awareness of other points of view
 - d. Socratic Method helps to build communication skills
 - e. Gauge the level of understanding
 - f. Media-industry vocabulary
 - g. Wait time to process, solve and formulate an answer
 - h. Reflective, observant and investigative
- viii. Technology Update
1. Campus security to increase number of cameras
 2. Six students have lost laptop privileges
 - a. Deleting programs, compromising emails and inappropriate material
 - b. Jonathan stated that a “probation period” was proposed to him for students to be able to get their laptop back, but he decided to decline and not allow students to get their original laptop back
 - i. There was concern over having media functioning laptops but Jonathan assured that students will have high end laptops at school, but just cannot take them home
 3. Social media restrictions
 - a. Adding specific accounts for instructional purposes
 - b. No access to sites that do not serve an educational purpose
- ix. Legislative Education Study Committee
1. ELTP more likely at elementary schools than secondary schools
 2. Teacher shortage a major concern
 3. 70% of NM students fall into Yazzie/ Martinez descriptors
 4. “Learning Loss” replaced with “Unfinished Learning”
 5. Increasing teacher salaries to be regionally competitive
 6. Support for CTE and STEAM programs

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7. Graduation Requirements: ESSA Assessments, Local Demonstrations of Competency and Innovative Assessments
 - x. Capital Outlay Request
 1. Jonathan noted that he emailed out his capital outlay letter
 - a. Looking to pay off balance of main building, smart TVs and furniture for collaborative classrooms and general facility improvements
 - xi. Equity Council Update
 1. Jonathan presented the Black Education Act training and what proposed films/video will be shown in the classrooms
 2. Jonathan discussed how the school will address the impact of equity on Indigenous Americans
 - xii. Upcoming Events
 1. Public Charter Schools of NM Conference – Dec 1 & 2
 - a. Council is welcome to attend
 2. Winter NWEA – Dec 9
 3. Semester Celebration Week – Dec 13-17
- c. Financial Report
- i. Pat reported on the finances for September 2021
 1. Discussed various funds and their balances
 2. Reviewed the disbursements and deposits for the month
 3. There was \$205K of receipts and \$252K of expenditures
 - a. There is an expected \$390K of receivables from PED
 - ii. Cash Balance and Budget Trends
 1. Pat presented charts on our history of cash and budget balances for both operational and bond funds
 - iii. Categories of current Operational Expenditures
 1. Classroom and Student Support – 70%
 2. Testing and Services – 1%
 3. Administration – 8%
 4. Admin Support – 4%
 5. Business Office – 6%
 6. Facility – 11%
 7. Food Service – 1%
 - iv. Presentation of Budget Adjustment Request (BAR)
 1. Pat presented the following BAR
 - a. #15 – Operational Maintenance \$0
 - v. FY2021 Audit Update
 1. Pat discussed that the FY2021 is still in progress

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- a. Should be wrapped up before Thanksgiving with a possible Exit Conference the week before the holiday
- vi. Facility Project Update
 - 1. ADA Ramp at CTE building has been completed with a cost of about \$22K
 - 2. New Boiler Proposal
 - a. Our original boiler needs to be replaced and we have received a quote of just under \$40K
 - b. Pat received a consensus to replace the boiler
 - 3. Security Camera Project
 - a. Currently getting quotes to add security cameras to our campus
 - b. Estimated cost will be under \$20K
- vii. Capital Outlay Project Update
 - 1. Security Fence
 - a. Balance of \$9,704 expires on June 30, 2022
 - b. Receiving a quote to add pedestrian gate and to add height to some areas of the fence that are vulnerable to access
 - 2. HVAC Improvements
 - a. Balance of \$133,010 expires on June 30, 2023
 - b. New boiler will come from this
 - c. Needs assessment in the spring
 - 3. General Facility Project
 - a. Just opened this year, balance of \$75,000 and expires on June 30, 2025
 - b. Looking to do security cameras from this project and possibly site signage
- viii. Approval of Financial Report
 - 1. Channing made a motion to approve the October 2021 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”
 - 5. Motion Passed 4-0
- 10. Action Items
 - a. Approval of Budget Adjustment Request (BAR)
 - i. Carolyn made a motion to approve the presented BAR
 - 1. #15 – Operational Maintenance \$0
 - ii. Malinda seconded the motion
 - iii. There was no discussion
 - iv. Roll Call Vote – Channing Concho “AYE”; Michael Trujillo “AYE”; Malinda Menke “AYE”; Carolyn Carlson “AYE”

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v. Motion passed 4-0

11. Old Business
 - a. Council Training Update
 - i. Faith will have to complete a 7-hour training course from PED to be eligible to vote
 1. Pat will send that info with some of the new board member forms
12. New Business
 - a. Council Retreat
 - i. Change of Date to Saturday, December 4th 10am-Noon via Zoom
13. Adjournment
 - a. Agenda complete
 - b. Meeting adjourned at 11:37am