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NEW MEXICO ACADEMY FOR THE MEDIA ARTS
GOVERNING COUNCIL MINUTES
October 11th, 2022 10:00am
Virtual Meeting via Zoom Platform

1. Quorum Call
 - a. Mike called the meeting to order at 10:03am
 - b. Board Member Quorum Call
 - i. Michael Trujillo – Present
 - ii. Carolyn Carlson – Present
 - iii. Malinda Menke – Present
 - iv. Channing Concho – Present
 - v. Faith Sisneros – Present
 - vi. A quorum is present
 - c. Staff Present: Jonathan Dooley, Tom Richardson, Anthony Conforti and Patrick Kelly
 - d. Public Present: Jennifer DeGraaf and Andrea Brown from Carroll Strategies, Ashely Woodard-Storey from the Vigil Group
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 Sisneros “AYE”
 - e. Motion Passed 5-0
3. Approval of Minutes
 - a. September 13th, 2022 Minutes
 - i. Channing made a motion to approve the September 13th, 2022 minutes
 - ii. Carolyn seconded
 - iii. There was no discussion
 - iv. Roll Call Vote –Mike Trujillo “AYE”; Carolyn Carlson “AYE”; Malinda Menke “AYE”; Channing Concho “AYE”; Faith Sisneros “AYE”
 - v. Motion Passed 5-0
4. Committee of the Whole
 - a. No comments
5. Public Comment
 - a. No comments

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6. Reports
 - a. Recruitment Committee
 - i. Andrea reported on the current status of the
 - ii. Social Media Calendar
 1. Photos and advertising has been updated to more accurately reflect the day-to-day life at school
 2. Jonathan has been given new content and new schedule
 - iii. Community Partnership Spreadsheet
 1. Jonathan has not had a lot of success accessing our potential partners
 - iv. Press Release for Fall Internships
 1. Highlight and share upcoming opportunities
 - v. Charter Renewal
 1. Will talk to Jonathan after the site visit to help support the renewal process
 - b. Internship Coordinator Report
 - i. Tom reported that we are excited where things are headed with the program
 1. Increased numbers (including underclassmen)
 2. 78% of seniors are currently meeting our goals
 - ii. Ice Wolves
 1. Has begun – two games so far
 2. Trial run was done at school with Ice Wolves supervisors
 - a. Almost was a try-out/orientation
 - b. There has been more success this year as a result of the screening/training
 - iii. Mental Health Initiative
 1. Conforti is working with that initiative and getting students internship credit
 - iv. Local Restaurants
 1. One is looking for a marketing intern
 - v. Balloon Fiesta
 1. Current senior is helping other students get hours while gaining real world experience for her
 - vi. Mike would like to have the school really place film industry internships as a top priority going forward
 1. Need to make sure of the quality of the production
 - c. Media Coordinator Report
 - i. Anthony mentioned that last week were parent-teacher conferences
 1. Like the feedback from the parents
 2. Kids are loving to come to school

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3. Uplifting based on the parent comments
 - ii. Trying to contact various industry partners
 1. Throwing a lot of communication out there to see what “sticks”
 2. Have been in conversations with Puck
 - iii. Film Advisory Board meeting on October 26th
 1. At the Railyards – CNM has finalized plans to have some film courses at the Railyards
 2. Next Gen Academy
 - a. Still a lot of questions regarding it
 - iv. Barelax Street Art
 1. Painting on streets/asphalt
 2. Bloomberg Fund Foundations
 - a. Nob Hill Mainstreet has been contacted about possibly painting Central near the school
 - v. Center for Creativity – [Chuck Jones Foundation](#)
 1. Goal is to support kids to work in arts and media
 2. Possible partnership with the foundation
 - vi. Questions
 1. Mike wanted to know why there has been a change in the students’ perception of the school
 - a. Anthony said that we really haven’t changed anything
 - b. There has been more collaboration between HS and MS
 - c. Some students are just glad to be back in person
 2. Mike would like someone from the council or staff to be a liaison to help with curriculum and advocate for our program
- d. Principal Report
- i. Jonathan mentioned that have a council member reach out to the Next Gen Media Academy to possible be on their board would be great
 - ii. Charter Renewal Site Visit
 1. Council discussion with PED is at 9:45 tomorrow via Zoom
 2. Jonathan will send link when he gets it
 3. Jonathan emailed a “cheat sheet” to the council to help with that PED discussion
 4. Jonathan shared a video that the students made for our site visit
 - iii. Enrollment and Recruitment Update
 1. Enrollment is at 180, down one from September
 2. Attendance rate has dropped to 95.2%

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- iv. Charter Renewal Review
 - 1. Academic Performance, 2018-2019
 - a. Staff begins journey to analyze student data to improve Math achievement and the Graduation Rate
 - b. PARCC, TAMELA, NWEA, classroom assessments...
 - c. Comprehensive Support & Improvement grant with a Student Intervention Specialist
 - d. Data-driven dialogue to inform classroom instruction
 - e. Corrective Action Plan training with Adams+Crow
 - 2. Academic Performance, 2019-20
 - a. PED decreases the Comprehensive Support & Improvement grant and the Roundhouse votes to phase out the Small School Size funds
 - b. Continuing to focus on Math achievement and Graduation Rate
 - c. Creating staff capacity for data-driven dialogue
 - d. Yazzie/ Martinez consolidated lawsuit shifts data analysis to include student population subgroups
 - 3. Academic Performance, 2020-21
 - a. Due to the COVID-19 Pandemic, students spent the year in remote online instruction
 - b. Staff implementing "Operation: Reconnect" for academic support and socio-emotional learning
 - c. Focusing on building relationships with students and families, and still have media arts experiences
 - d. Reimagining Team revisits the founding document with an eye on sustainability
 - 4. Academic Performance, 2021-22
 - a. Students return to campus for in person learning with ongoing changes to the COVID-19 guidelines
 - b. Implementing the new Master Schedule with a Universal Prep for Collaborative Project- Based Learning
 - c. Continuing data-driven dialogue as Math achievement and Graduation Rate subsequently improve
 - d. Schoolwide PBL themes create a learning community
 - 5. Jonathan showed charts on...

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- a. Student Outcomes
- b. Mission Specific Goals
- c. Educational Program
- d. Financial Compliance
6. Governance Responsibilities
 - a. During the charter term, no fewer than five (5) members on the Council
 - b. At the November 2021 meeting, the Council accepted the resignation of Patti Gladstone and voted to accept Faith Toledo as a Council Member.
7. Equity and Identity
 - a. Over the charter term, the Media Arts student population has grown from 47% to 57% in students of color, with 5% of English Language Learners
 - b. The SPED population is 36% and the FRLP is 43%
 - c. Sá'ah Naaghai Bik'é Hózhó (SNBH) – The Beauty Way
 - d. Equity is found in the original charter application
 - e. Reimagining Team revisits application and staff implements studio model with student voice & choice
8. Tribal Consultation
 - a. Media Arts is not located on tribal land and has an 8% Native American student population
 - b. Media Arts recognizes the unique and enduring relationship that exists between Indigenous Peoples and their traditional lands. We acknowledge that we are on the historic homeland of the Pueblo, Navajo and Apache.
 - c. Let this acknowledgement serve as a reminder of our ongoing efforts to recognize, honor, reconcile and partner with the peoples whose lands and water we benefit from today. We gratefully recognize our history.
9. Sustainability, 2018-2022
 - a. Continuing to visit schools to recruit students
 - b. Hiring PR firm to increase visibility and enrollment
 - c. Utilizing ESSER funds for advertising to subgroups
 - d. Joining lobbying group to advocate political support

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- e. Reimagining Master Schedule for class sizes that follow state statute and for collaborative PBL
 - f. Rebranding through name change and structural look
 - g. Discussing changing to Middle School focus
 - h. Exploring social media and Search Engine Optimization
10. Sustainability, 2023 and Beyond
- a. Providing transportation as an option for families
 - b. Transitioning to part-time Administrator and to part-time Administrative Assistant/ Registrar
 - c. Transitioning to school-based Lunch Program
 - d. Transitioning Business Manager to Vigil Group and to contract out for Social Work IEP support
 - e. Creating Remote Fridays for online instruction
 - f. Supporting teacher endorsements in CTE and core subjects, and contracting with media specialists
11. Financial Statement
- a. Approximately 75¢ to every dollar on instruction
 - b. Admin costs low due to Lease Purchase Agreements
 - c. No operational dollars for rent/ lease
 - d. As enrollment and funds dropped, admin and faculty costs became large percentage of budget by 2021-22
12. Petitions of Support
- a. Teachers & Staff, 90%
 - b. Parents & Guardians, 80%
13. Facilities Statement
- a. First state-chartered charter school with 184 students, grades 6-12 from Albuquerque and surrounding area
 - b. Main Building for Admin, Support Staff and Core Classes
 - c. Portables for Spanish and Physical Education/ Health
 - d. CTE Wing entrance houses Media Classes and Studios
 - e. Serving breakfast and lunch, fenced-in for security

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- f. Both buildings under LPA, and Main Building will be paid in full in Fall 2023 and CTE Wing in Spring 2027
- g. School has about one-half million in equity
- v. Upcoming Events
 - 1. October 12 – Charter Renewal Site Visit
 - 2. October 17 & 18 – Staff Planning & Prep
 - 3. October 21 – Digital Arts Guest Speaker, 2011 Media Arts Alumni
 - 4. October 24-31 – Spirit Week & Halloween Dance
 - 5. October 28 – Spaghetti Dinner & Pie Auction

e. Financial Report

- i. Pat reported on the finances for September 2022
 - 1. Discussed various funds and their balances
 - 2. Reviewed the disbursements and deposits for the month
 - 3. There was \$267K of receipts and \$264K of expenditures
- ii. Pat discussed that this report is more reflective of the current budget position as all teachers' (except for our MS Humanities teacher) contracts and benefits/taxes are entered
 - 1. The school is spending less on classroom and student support as fixed costs for admin and facilities are becoming a bigger portion of the budget as enrollment decreases.
- iii. Presentation of Budget Adjustment Requests (BARs)
 - 1. No BARs were presented
- iv. Bank Account Changes
 - 1. Pat suggested that the school open a bank account at Bank of America next door
 - a. Use funds from Nusenda (proposed closing) to open it
 - b. Will help staff with convenience for deposits as the school transitions from an on-site business manager
 - 2. Since Pat is leaving and the Vigil Group may or may not be a signer, the admin and council need to decide on who will sign checks and if two signature policy should change
- v. FY2022 Audit Update
 - 1. Pat reported that the FY22 audit is going well and ahead of schedule
 - a. Wrap up is happening now
 - 2. Exit Conference on 10/25 at 10am
- vi. Governing Council Support

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1. Pat went over the duties that he assists the council with
 - a. Agenda Completion – Mike
 - b. Zoom Meeting – School Admin
 - c. Minutes – TBD
 - d. Resolutions, etc. – Mike
 - e. Newspaper Notices - Mike
 - vii. CTE Building Dedication
 1. Pat requested that naming the CTE Wing after the Gladstones be on the October agenda
 - viii. Approval of Financial Report
 1. Carolyn made a motion to approve the September 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 Sisneros “AYE”
 5. Motion Passed 5-0
7. Action Items
- a. Approval of Budget Adjustment Requests (BARs)
 - i. No BARs were presented
 - b. Approval of Closing Nusenda Bank Accounts
 - i. Channing made a motion to close the Nusenda bank accounts
 - ii. Faith seconded
 - iii. There was no discussion
 - iv. Roll Call Vote –Mike Trujillo “AYE”; Carolyn Carlson “AYE”; Malinda Menke “AYE”; Channing Concho “AYE”; Faith Sisneros “AYE”
 - v. Motion Passed 5-0
 - c. Approval of Opening Bank of America Account
 - i. Carolyn made a motion to open an account at Bank of America with Jonathan Dooley, Michael Trujillo and Mike Vigil Jr as signers
 - 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 Sisneros “AYE”
 - v. Motion Passed 5-0
 - d. Approval of Jonathan Dooley at CPO
 - i. Malinda made a motion to approve Jonathan Dooley as the school’s CPO
 - ii. Faith seconded
 - iii. There was no discussion

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- iv. Roll Call Vote –Mike Trujillo “AYE”; Carolyn Carlson “AYE”; Malinda Menke “AYE”; Channing Concho “AYE”; Faith Sisneros “AYE”
 - v. Motion Passed 5-0
 - e. Approval of Vigil Group Contract
 - i. Carolyn made a motion to approve the SY23 Vigil Group Contract
 - 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 Sisneros “AYE”
 - v. Motion Passed 5-0
 - f. Dedication of CTE Building
 - i. Malinda made a motion to dedicate the school’s CTE building to the Gladstone
 - ii. Channing seconded
 - iii. Official naming will happen at later date
 - iv. Roll Call Vote –Mike Trujillo “AYE”; Carolyn Carlson “AYE”; Malinda Menke “AYE”; Channing Concho “AYE”; Faith Sisneros “AYE”
 - v. Motion Passed 5-0
- 8. Old Business
 - a. Council Training
 - i. It was noted that council members should register for trainings and Jonathan will continue to forward emails from PED and Coalition
- 9. New Business
 - a. None presented
- 10. Adjournment
 - a. Agenda complete
 - b. Meeting adjourned at 11:24am