



MEETING MINUTES

ACA Governing Board	6:45 am	8 am
Type of Meeting	Start Time	Adjournment Time
July 14, 2014	Appleton North Center	Julia Squier
Date	Meeting Location	Recorded by

- **Roll Call / Attendance/Guests** - Joy Kapheim, Renee Ulman, Jennifer Dieter, Julia Squier (presided over meeting - Mary Welch, President, absent), Terry Maves, Mark Kloehn, Dayton Henderson; possibly take off the month of July since it is a slower time and school is out - discuss and vote in August.
- **Announcements** - Letter sent to Barry re: scholarship, with notes regarding possible criteria. No response to date; dates look good on calendar for the upcoming school year; to add – Dec 1st Career Expo, Nov 1st – charter school fair; Julia will email Renee calendar.
- **Approval of Minutes** - Motion to approve by Renee; second by Terry; passed unanimously
- **ACA Enrollment Report** – status quo, some emails regarding new inquiries over the summer, open enrollment pending from district yet (end of July), more private school enrollments compared to previous years, many siblings this year too.
- **Budget** - ILC symposium expense since our last budget report; Patrick will update for August meeting; is working on a new format to communicate budget.

Planning Budget/Sustainability for the next school year (Dayton/Jennifer) – substitute expense - \$2500, FTE issue - .2 is \$16,000 (1 hour all year), field trip expenses - \$1000, so approx. \$20,000 in expenses; consulting with middle school and WISN brings in approx \$2500, district buyouts related to curriculum once every 5 years (rotates with science and social studies) but not a guaranteed yearly income item, capitalize on student projects (student internship stipend?) – Terry willing to ask regarding Reboot downtown; Renee will touch base with Terry; Renee will talk with Patrick to confirm numbers regarding what we get from the district; Dayton and Jennifer have enough figures to pull something together for our retreat day in August; student fundraiser – what avenue to pursue, one less time intensive with a better outcome; suggested linking to field trips and/or supply needs (concrete examples) – Human Race still a great option but promote at start of year; golf outing donation is not always a given a yearly receipt; Julia will email Patrick budget sheet shared today

- **Staff Report** – Cindy D will not be with ACA during the next school year (her focus will be with Willems Marketing – she will continue working with ACA students earning an employability skills certificate - off campus teaching); currently looking for a .2 to hire last hour of the day with a technology focus; Renee will forward job description and Patrick will post next week; 8th hour is lab time; Terry also recommended evaluating our “bench strength” – how the school should sustain itself beyond current staff members (succession plan) – retreat discussion topic? Posting...

The Appleton Career Academy is looking for a candidate with time available for a period of instructional time in the afternoon of the student schedule (periods 5, 6, 7, or 8) Monday through Friday. This is a .2 position opening whereby the candidate instructs .1 first semester and .1 second semester. Expectations of this candidate are an ability to instruct 21st century technological skills such as all current professional software presentation programs, Google Docs, movie making

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programs, cellular apps, word processing applications, and other skills necessary to construct and present portfolio work, group work, and professional presentations. An ability to understand interdisciplinary curriculum and to collaborate with other instructors is a must. Applicants with technology education background are seriously considered. Other applicants with this knowledge are encouraged to apply.

- **Sustainability/Leadership**

Welcome Joy Kapheim - works for Chamber and her daughter will be an ACA student next year
Bio...

Joy Kapheim, ACA Parent and Community Representative

N9178 Christopher Lane
Appleton, WI 54915
(920)428-2296

Undergraduate: University of Wisconsin – StevensPoint in Communications with an emphasis in Public Relations & Broadcasting (May 1991)

Director, Leadership Fox Cities and Concierge Plus programs for the Fox Cities Chamber of Commerce

Joy has been with the Fox Cities Chamber since January of 1998. She also owns her own business with Rodan + Fields since September of 2012. Her prior experience includes marketing for the Bemis Company, Inc. and sales with Insignia Systems in Minneapolis, MN

Along with working with leaders in the community, her role with the Leadership Fox Cities program also conducts a 7 month program for juniors in High School of which some of the ACA students have participated. Her daughter will be attending the ACA this fall as a sophomore.

Election of officers for 2014-15 – President is Mary Welch, Vice President position still open, Secretary is Julia Squier, Co-Treasurers are Renee Ulman & Patrick Lee; Julia motion to accept slate of officers, 2nd by Mark, passed unanimously (document signed for binder).

Continuing Recruitment – Mary declined; Jeff Lange interested, but hasn't returned email; Renee will ask Jeff to retreat because Rita says he is still interested; Mark Richards and company were not interested

PR/ Marketing Report – Joy met with Mary, sharing ideas and what is focus?; target student population – ACA is not well-know and sometimes misrepresented at North; Marketing campaign within North and ACA students focusing on learning social media marketing; target should be 8th graders too; not sure you will be able to bring all teachers in?

- **Annual Planning Meeting w/ Staff - Aug. 18th, home of Mary Welch, 821 S. Matthias St., Appleton - near Johnston Elementary from 9:30-3 pm with business meeting from 9:30-10 am)**

Agenda for Annual Planning Meeting:

Review of 2013-14, esp. Student Performance /Performance goals

501c3 reports/filing dates, etc.

2014-15 Budget and Goals -

Breakout sessions (committee goal setting & staff review of grant options)

***Add for discussion pieces – Succession plan! Marketing/PR plan!**

- **Adjourned at 8 am**

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