



MEETING MINUTES

ACA Governing Board Retreat	9:30 a.m.	3:00 p.m.
Type of Meeting	Start Time	Adjournment Time
August 18, 2014	821 S. Matthias St., Appleton	Julia Squier
Date	Meeting Location	Recorded by

- **Attendance/Guests** - Rita O'Brien, Mary Hansen, Mary Welch, Patrick Lee, Joy Kapheim, Renee Ulman, Jennifer Dieter, Julia Squier, Terry Maves, Mark Kloehn, Dayton Henderson, Jeff Lang (welcome - new board member, Fox Valley Resident, tech firm Omni Resources, interested in innovated teaching - changing education to do things differently, on Community Clothes Closet & ARC of the Fox Cities Board), Kristi Moder, Kelly Camber
- **Announcements** - ACA Scholarship - received response/recommendations from Barry O'Connor; honor but suggested ACA Founder's Scholarship and honor different individual every couple of years; criteria suggested recognize student who best represents ACA ideal - reinforce mission and vision; essay question... "How did I benefit from ACA and how did the ACA benefit from me?"; Mary Hansen will head up the committee to select criteria, determine the process and publicize the scholarship; Terry & Mark will assist Mary; all bring templates to the first meeting; Renee will forward current scholarship application; Patrick suggested board and staff input for deciding the final candidate
- **Approval of Last Month's Meeting Minutes** - Motion to approve by Jennifer; second by Dayton; passed unanimously
- **ACA Staff Report**

2014-15 enrollment - down 8-10, but 1 new student about to enroll plus one more possibility; probably end up around 105 (cap is 108)

2013-14 Year in Review - challenging senior group was an opportunity to learn and modify the structure of the senior capstone project - scaffold independent projects each year to prepare seniors for capstone; build in project skills for gold standard project expectation; teach process

Foundations - shorter this past year - only 2 weeks; split 9/10 & 11/12 together based on student feedback; created handbook (processes & thinking pieces critical to ACA) - will edit/modify parts for this year, but overall so useful for students and parents (parents required to sign at the start of the school year); maybe share on google docs in future - not on general website as this material considered copyright protected (should notate that on bottom); considering an end of the year foundations - to process year and set summer goals

5 week seminars - 3 per semester - aligns easier with semester; interdisciplinary focus (hit multiple content areas in each seminar); some repeat - 2 year cycle - and some are student-generated Portfolio - all levels worked on to showcase best work and resume; align with leadership skills certificates with focus on "outside" world language (real-world skills beyond high school)

Internships - 26 of 31 seniors completed internships; 2 underclassmen completed Willems Marketing level 1 & 4 completed level 2; one student completed the leadership skills certificate

Internships - 1 student completed a youth apprenticeship; 6 non paid interns and 3 paid interns

Community Projects - Menasha Historical Society, Bubolz - learning experience, Renew videos, artwork by ACA - traveling panels, Compassion Project - student artwork selected

ACA Mission Statement:

Empowering students to find their passion through collaboration, innovation and exploration.

Fieldtrips - Non-profit scavenger hunt, FVTC, Rasmussen College, Bodyworks/Folk Art Museum, Monuments Men movie, Neon exhibit; all trips extended learning beyond the classroom and relate to seminars/workshops; behavior was excellent

Open Position - .2 opening - Mrs. Dechant's spot; one applicant who currently is employed in the district but does not have the time at the end of the school day available; teachers wish to source out the dollars to bring experts in social media/technology to instruct in those areas

IE Time (Intervention/Enrichment) - for fall, we will have 30 minutes in grade level homerooms - all ACA students - approximately 3 mornings a week

Patrick's summary/vision - improve student presentation skills with rubric of expectations for all presentations; technology focus with implementation of technology benchmarks/experiences for each student - pursue outside resources to address technology needs; ACA should stay in the forefront of providing work-based learning opportunities for students and fine tune our edge in this endeavor - utilize Cindy Dechant and Willems Marketing and Renee plans to attend work-based learning committee meetings; show improvement in MAPS reading score by offering more opportunities for students to analyze text

- **Budget**

Current Budget - Patrick shared new format with breakdown of activity vs. operating expense accounts

501 c3 reports, AASD Funds & ACA, Inc - Scholz assisting with filing an application to be designated as a WI Charitable Organization - Julia shared fundraising data necessary for application; \$15 application fee and \$54 yearly filing fee; necessary for organization bringing in over \$5000; Jennifer made a motion to establish an ACA Inc checking account for all Governing Board related expenditures - easier to track fundraising expenses/profits; 2nd by Renee and passed unanimously

2014-15 Budget Projection and Proposal - Jennifer & Dayton shared their plan for fundraising - key is establishing relationships with those who have an interest and capacity for support - articulate reasons and show passion, cultivate involvement/invitations and eventually ask (mission gives us the privilege to ask); ask is the part you spend the least amount of time doing; creative thank yous and thanking is critical part of process and continual support; Jennifer & Dayton assigned board members tasks, each responsible for an aspect of fundraising

- **PR/Marketing**

Breakout sessions followed by reports....

Student - 8th graders are our target audience; Jeff's diagram to vine videos to utube videos; kids to kids; Jeff will work with kids to get big idea; Kim from Willems marketing suggested to talk about the social media angle; how do we get post secondary success stats from Alum?; freshmen are the who, juniors work with message; Jeff looking to come in 2nd week of school

Parent - Renee will coordinate a student-led quarterly **newsletter** (writing skills emphasis) - will look into formats other schools use, will possibly have the ask (on bottom of form) but also add a teacher wish list; Rita developing an **ask letter for Alum** with assistance from daughter (former ACA student) & quote from Judi Baseman; will look at AEF to see their process; will contact IT to get alum info; we want to establish an online form of payment for donations also; Julia will be in touch with Patrick regarding new checking acct info to set up online donation option - link on website also; Julia will create the **ask brochure for current parents** to be distributed on Back to School Night; thank you follow ups important in all areas - student thank yous might be the best; what are we asking for - all school supplemental field trips - \$1,000, community expert technical skill teaching stipends - \$16,000, Classroom resources to support practicum experiences - \$2500; make sure to highlight we are 501(c)3 and promote company matching

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Community - internships as paths to additional funding; group to assist with quarterly internship visits/evaluations; important to cultivate board member personal connections for additional board members and possible internship needs

- **Adjournment (3:00)**

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