



23264 SW Main Street, Sherwood, OR 97140

Meeting of the Board of Directors: January 17 6:00PM

Online via Zoom

Meeting called to order: 6:08 by Christy Reaney (Chair)

Roll Call: Christy Reaney (Chair), Bryan Corn (Vice Chair) , Joe Whitehead (HR/ Policy, Facilities) Bobby Potruch (Treasurer), Jen Crosby (Secretary), Joy Raboli (Principal)

Public Attendance: Bethany Anderson

Mission: read by Joe Whitehead (Facilities/ HR, Policy)

Heart skills: read by Joe Whitehead (Facilities/HR Policy)

Agenda Additions: none

Motion:	Approve Minutes from SCS Board Meeting 12-13-2023
Proposed:	Joe Whitehead (Chair)
Seconded:	Christy Reaney (Facilities, HR/ Policy)
Discussion:	
Vote:	Aye unanimous Nay None Abstain None
Result:	Motion Passed

Public Comment: None

Admin Report: Joy Raboli (principal)

Enrollment 213, student added in 4th grade. Tour scheduled but canceled due to weather, may have to schedule two next week.

Hiring and grants have been taking a lot of time lately. Had a trial lesson with a candidate for the science teacher, still checking on credentials. Turned in the literacy grant early. Had difficulty submitting on smart sheet and had to redo the application, we have official confirmation that all

was turned in correctly and they have received it. Safe schools and culture grant for non violent crisis intervention, roughly 10,000 for staff training, etc.

Marketing meeting, Why is SCS still a hidden gem, how can we change it? Time is limited to do the things needed. ODE responsibilities on administration is an added challenge taking time away from being in the classroom.

Teachers doing Letters training are doing great.

Safety committee: Joy Raboli (Principal)

We had a short meeting, walked the property, didn't notice any issues. We will need to do it again after the weather. Joe doing the lead testing was the main thing. All of our fountains passed. Both sinks in the girls bathroom are below the limit but showed lead presence. The plan is to retest those sinks before moving forward.

Administrators review: Joe Whitehead (Facilities/ HR, Policy)

See results on school website for lead testing. Email will be sent as well. A survey will be sent out to teachers and staff. Evaluation form will be filled out when the survey results get back Feb 7th,

Closed session will be held after

PAC report: Roxie Anderson

Tomorrow night Dining out at REd robin

Next thursday is Winter Bingo night. This will be similar to pre-covid style with prizes geared toward kids with craft stations for kids that don't want to play bingo. Pizza and drinks for a price. Snowball fight after. February 15, possible date, for a decades dance. An 80's dance is the theme.

Treasurer report: Bobby Potruch (Treasurer)

Overall steady. Budget is strong with where the enrollment is. One fund 49,000 and change, still doing better than last year. Bryan and Bobby met with the office staff on One Fund. Still need to come together and set a goal for next year by the next meeting. The goal is to collect one fund at registration for the following year. There will be a One Fund letter from the board and raffle. We should vote on the donation amount for next year at the next meeting. Right now it's 750. Salaries will be looked at over the next three months, a scheduled step salary increase for Ms. Raboli should be agreed on, Tonya also recommends this so she doesn't get missed again. Tonya works with 9 charter schools and we can get good feedback on what other schools are doing. Interested to see if the increase in Sherwood School funding through taxes affects the bottom line on one fund. Christie asked about the cost of living increase being reflected in the increase of the One Fund to cover the gap of cost of living increase to the teacher and staff salaries. Bobby: This would put a lot of stress on the One Fund. Joy added, she is inclined to not raise it but focus on everyone participating, as well as look at different sources of fundraising,

like the auction. Keeping enrollment up would be key as well. Marketing will be huge to keep up enrollment. Typical turnover for staff at a charter school is 3 years, we have longevity on our side with so many of our staff members. Teachers are a priority, but we aren't able to pay the salary game for our teachers like the district. Christie asked who would be in charge of the auction if we had one without a fundraising committee. Advertise the need for volunteers. Shoot for a start of that at the beginning of next year. Less items up for bid can be helpful.

Fundraising:

Facilities: Joe Whitehead (Facilities/ HR, Policy)

Joe will apply snowmelt early tomorrow if school will be in.

Deliverables: Bryan Corn (Vice- Chair)

February mid month is the checkpoint for administrator goals.

Policy Review: Joe Whitehead (Facilities/ HR, Policy)

Tonya Recommended that we adopt the family leave insurance policy for fewer than 25 employees

GCBDF

Motion:	Approve adoption of policy GCBDF
Proposed:	Joe Whitehead (Chair)
Seconded:	Christy Reaney (Facilities, HR/ Policy)
Discussion:	
Vote:	Aye unanimous Nay None Abstain None
Result:	Motion Passed

One other Policy titled GCPC, referring to retirement of staff was not recommended by Tonya, she determined it is not needed and our current policy on the subject is sufficient.

Communication: Christy Reaney (Chair)

An email in the general board email sent on the 11th from the PAC. There is something in the office for each member of the board in the office for Board Appreciation Month.

Thank you and Recognition notes:

Motion:	Adjourn meeting at 7:04
Proposed:	Christy Reaney (Chair)
Seconded:	Bryan Corn (Vice Chair)
Discussion:	
Vote:	Aye unanimous Nay None Abstain None
Result:	Motion Passed

January 2024 Administrative Report Joy Raboli Enrollment 23-24 Total 213 55

Grants! Early Literacy Grant (\$41,690.33 Preliminary Allocation)

This grant was turned in early and we have confirmation of acceptance. In addition, I also wrote a grant for staff development for behavior intervention. This would provide training for the trainer. Safety Committee Our focus for the meeting held on January 9th was primarily on the lead testing that Joe Whitehead did for our building. He completed the testing and submitted water samples to Alexin Analytical Laboratory. All items tested came back with results under the required lead testing amounts. All but two locations had zero lead detected. Two that came back with small levels will be retested. They are a bottom and top sink in the main building. We will report back after we receive results from Alexin Labs. Teaching and Learning Teachers and staff continue to make progress on their year-long curriculum map. My observations and feedback show a high level of academic achievement happening in classrooms. I am especially encouraged by the outstanding classroom management, lesson delivery, and well-behaved classrooms. We are in the final stages of hiring our new science teacher. The ice storm pushed it back a week, but we are hoping the process is wrapped up by the end of the month. The LETRS training is going well and on schedule. Marketing Committee Our staff had a marketing meeting to discuss how to get the word out to SCS. We generated many ideas and I took these ideas and created a draft of a marketing plan to refine in our marketing meetings to come. Marketing Plan to Maximize Enrollment, Community Presence, and Increase our Waiting List By Joy Raboli

1. Understand Sherwood Charter School’s Unique Selling Proposition (USP):
 - o Identify what makes Sherwood Charter School unique. It could be innovative teaching methods, H.E.A.R.T. Skills, small class sizes, special programs, or a strong focus on individualized education.
 - o Highlight our unique middle school and what it does to build student confidence, preparing them for high school.
 - o Small family atmosphere with little to no student behavior issues so that students can learn and teachers can individualize learning.
2. Website Optimization:
 - o Ensure SCS’s website is user-friendly, informative, and visually appealing.
 - o Include a dedicated section highlighting SCS’s unique features and success

stories. o Implement a clear call to action encouraging visitors to inquire about enrollment. o Use data to look at engagement from first contact to enrollment.

3. Search Engine Optimization (SEO): o Optimize your website for search engines to improve online visibility. o Use relevant keywords related to charter schools, education, and our specific offerings. o Create and regularly update blog content on educational topics to enhance SEO.

4. Social Media Presence: o Establish and maintain active profiles on popular social media platforms. o Share engaging content about school events, student achievements, and unique programs. o Run targeted ads on platforms like Facebook to reach potential parents in the local area.

5. Community Engagement: o Attend local community events and fairs, such as the Robin Hood Festival to promote the school. o Partner with local businesses such as realtors, to display brochures or host information sessions. o Publicize school tours and open houses to allow community members to experience the school environment.

6. Collaborate with Local Influencers: o Identify local influencers or community leaders and collaborate with them to promote the school. o Invite them to visit the school and share their positive experiences on social media.

7. Participate in School Fairs: o Attend education fairs and expos to connect with parents seeking alternative educational options. o Prepare visually appealing materials and presentations to showcase the SCS's strengths.

8. Email Marketing Campaigns: o Build an email list of interested parents through website sign-ups and events. o Send regular newsletters with updates, success stories, and invitations to school events to stakeholders outside of the SCS family.

9. Referral Programs: o Create a referral program that rewards current parents or staff for referring new students. o Referrals rewards could be raffles or parking/carline privledges.

10. Local Media Outreach: o Write press releases about notable achievements or events at the school. o Reach out to local newspapers, radio stations, and community blogs for coverage.

11. Parent Ambassadors: o Identify enthusiastic parents willing to act as ambassadors for the school. o Provide them with resources to share information and positive experiences within their networks.

12. Online Advertisements: o Invest in online advertising, targeting parents in the local area through platforms like Google Ads. o Highlight key benefits and features of Sherwood Charter School in the ads. We need to track the effectiveness of each strategy through enrollment inquiries, website analytics, and feedback from parents. We will regularly review and adjust the plan based on the results to ensure continuous improvement for Sherwood Charter School.

Joy's Goals 2023-24 Check Point #1 Fall Check Point #2 Winter Check Point #3 Spring Goal Defined: Create integrated themes for all grades and publish on website by end of the year Summer staff training on how to create an integrated theme Fall work time to complete first templates for theme components 1 and 2 Designated workfrom-home meetings specifically for theme work on January 12th and January 26th. Joy available to work 1:1for support and theme design Designated workfrom-home meetings specifically for theme work on March 18th and April 12th. Joy available to work 1:1 for support and theme design Measurability Presentation of first two components of theme on October 19th Presentation of second two components of theme on February 2nd Presentation of final components of theme on May 2nd Yearlong themes will be presented to staff and will be published on the website. Each year, they will be

revisited and updated as needed Joy's Goals 2023-24 Check Point #1 Fall Check Point #2 Winter Check Point #3 Spring Goal Defined: Master the Science of Reading in grades K-3 through year-long training, classroom application and adequate prep time First LETRS Unit 1 training on 08/28/23 Unit 2, Part 1(3hrs): 10/20/2023 from 08:30 AM-11:30 AM Unit 2, Part 2 (3hrs): 10/24/2023 from 08:30 AM-11:30 AM Designated monthly work days scheduled and accomplished Unit 3, Part 1(3hrs): 01/05/2024 from 12:30-3:30 PM Unit 3, Part 2(3hrs): 01/19/2024 from 8:30-11:30 AM Designated monthly work days scheduled and accomplished Unit 4, Part 1(3hrs): 04/05/2024 from 08:30-11:30 AM Unit 4, Part 2(3hrs): 04/19/2024 from 12:30-03:30 PM Designated monthly work days scheduled and accomplished Measurability Teachers have end of unit tests to pass to master each section of the LETRS training Teachers have end of unit tests to pass to master each section of the LETRS training Teachers have end of unit tests to pass to master each section of the LETRS training This is a two-year program. Year one will be completed by June 2024. Joy's Goals 2023-24 Check Point #1 Fall Check Point #2 Winter Check Point #3 Spring Goal Defined: Increase enrollment through in-school tours, social media advertising Schedule monthly tours for every third Wednesday each month Create a marketing committee and design a plan for community engagement Schedule monthly tours for every third Wednesday each month Work with BAM agency to create a social media presence, possible commercials, and community engagement Schedule monthly tours for every third Wednesday each month Invite tour attendees to our Celebration of Learning on April 11th Measurability Create a marketing plan with deliverable dates due in December 2023 Create engagement opportunities with the community to maximize exposure: *articles in local papers *social media presence *Student Council activities Our enrollment for the 24-25 school year is larger than previous years with an increased waiting list This is a multi-year goal

Links to OR state regulations:

Oregon Statute (ORS) 332.331 requires schools to develop a Healthy and Safe Schools Plan that includes

in part (3)(c), "Provisions regarding testing for, and reducing exposure to, elevated levels of lead in water

used for drinking or food preparation as required under guidelines adopted by the authority."

https://oregon.public.law/statutes/ors_332.331

ORS 332.334 requires the test results to be made "available to the public no later than 10 business days

after receiving the test results." https://oregon.public.law/statutes/ors_332.334

Accredited drinking water laboratories.

<https://www.oregon.gov/oha/ph/healthyenvironments/drinkingwater/monitoring/pages/labs.aspx>

Oregon Administrative Rule (OAR) 333-061-0400 (Reducing Lead in School Drinking Water) describes

the specific requirements of how the water is to be collected and analyzed.

<https://www.oregon.gov/oha/PH/HEALTHYENVIRONMENTS/DRINKINGWATER/RULES/Documents/61-0400.pdf>