



## The Children's Guild DC Charter School Board

Date: Monday, January 11, 2016

Time: 6 to 8 p.m.

Place: Conference Call

### Minutes

#### Attendees

Dana Baughns  
Ragini Dalal  
John Ferguson  
Jawauna Greene  
Lesley Nesmith  
Chris Zimmerman

#### Not in Attendance

Terry Carnes  
Ross Litkenhous  
Michelle Musgrove

#### The Children's Guild

Dr. Duane Arbogast  
Sarah Davis  
Susan McFaul  
Dr. Andrew Ross  
Molly White

#### School

Nakia Nicholson, Principal

#### Call to Order

Ms. Greene called the meeting of The Children's Guild DC Charter School (CGDCPCS) Board of Directors (BOD) to order at 6:02 p.m.

#### Minutes

A motion to approve the minutes from the December 14, 2015 meeting was made by Ms. Nesmith and seconded by Mr. Ferguson. The motion was approved.

#### Public Comments

There were no public comments.

#### Marketing Update

*Marketing Plan Update* - Dr. Ross reviewed the progress to date on the marketing plan. The first open house is January 13<sup>th</sup> with several additional scheduled at various times.

*Parent Survey Results* – Ms. Nicholson stated that at a recent school event parents were surveyed as to how they heard about the school. Many were word of mouth and door to door. Current parents are the best ambassadors of the school to continue to spread the word and the goal is to increase parent engagement. Every eight weeks the afterschool clubs will have a culminating activity to encourage parents to attend. The DC school has been aggressive with planning events to invite parents given parents need more than one touch point. Other new schools were surprised we spent money on radio advertising but many of those have more boots on the ground with up to ten recruiters.

*Boots on the Ground* – Ms. Davis reported that she and Mr. Harris have been boots on the ground. Many businesses are not interested in having presentations for their employees, however, they will usually put a notice on their bulletin board. The plan is to now focus on community centers and day care centers which will allow presentations. Libraries in DC will allow flyers to be displayed and Ms.

Davis will drop off a supply for them to distribute. Ms. Davis mentioned several other inexpensive options as well. Ms. Greene is ringmaster for the circus and invited Ms. Davis to promote at that event. Other metro events will be explored that we could partner with to promote the school. Ms. Davis is always on the lookout for community events such as parades, fairs, etc. to provide opportunities to distribute flyers or man a booth. Ms. Davis requested two more staff to assist with recruitment.

*Interview Videos* – Dr. Arbogast stated the videos were created for EdFest to run on a loop and featured interviews with the principal, vice principal and teachers. Ms. Greene commented the videos are long for interviews and suggested voice overs with pictures and a tour of the school.

*Task for the Marketing Committee* - Dr. Ross stated that we will lose students in the middle school if we don't have activities to draw them. Ms. Greene suggested a shadow program to give students a chance to learn about a career and even possibly earn service hours. This could be something that other schools don't have and would be no cost.

New student orientation - What would be things that would influence decision and keep student connected. A 30 minute conference will be set up for the Planning & Assessment Committee in the near future and then brought back to the group. Ms. Greene will set up.

### **Performance Data**

Dr. Arbogast reported an update on the suspension statistics which have decreased each month. The majority of the student body comes from Ward 8 and 7 followed by Ward 5 which is where the school is located. The report shows special education students in progress, suspensions, staff resignations/terminations, certification of teachers, and the iReady scores (the names of the students will be redacted for privacy). The PARCC scores have not been distributed. Dr. Arbogast reported in math no children were exceeding and in reading more than half are at the lowest level of proficiency. This gives an idea of the level of students that have come to the school. Dr. Arbogast will send out the PARCC school reports. Ms. Nicholson reported her team is rethinking how to concentrate on levels to create a solid plan to improve scores.

The board committees will begin organizing and meeting now that the school is stabilizing. Finance & Planning will need to focus on leases for bus parking and playground space; play areas; and a building that will need to be ready to accommodate 450 students. Progress continues on student evaluation and the school administration is getting closer to figuring out the number of special education students and a better idea of what is projected moving forward for this year and next. There is a need to have IEP meetings to get these new special education students resolved. It is hoped that good financial data should be available mid-February.

The next step is to begin the process for getting the committees scheduled so they can address and perform the work and report back to the board. **ACTION** – By the next meeting a committee

meeting schedule should be created. These meetings can be conference calls and the reports will come from committee chairs.

### **Library and Book Drive**

Ms. White reported that what started as an idea for DC to get books for their library has evolved into a much larger project. We will be kicking off a large book drive across the TranZed Alliance to benefit all of the students we serve. The goal is to have an ongoing drive and will have books available for students. This will include outreach to other schools, community outreach like churches, as well as publishers or book fairs. Book drops at all locations and our headquarters will be established. Board members will be asked to spread the word and promote the drive. Ms. White will distribute ideas on this.

### **Art & Education Fest**

Ms. White reported an Art & Education Fest will be held on February 13<sup>th</sup>. This event is in addition to the open houses and will include current families. The goal is to showcase what makes our school unique and will include art projects, music, possibly a local author for a story telling activity and an ACTIVATE activity. The event will take advantage of the connection to The Guild's training division, UDO (Upside Down Organization) and have a presentation for parents. The hope is to turn it into a regular activity.

### **Principal's Report**

Ms. Nicholson reported the students were very appreciative of the book bags donated by Ms. Greene and WMATA. Thank you cards will be distributed at a future meeting. The basketball team had its first game last week. The students were excited and are coming together as a team and while they didn't win they were supportive of each other. The clubs, as stated above, will have a culminating activity to showcase the progress. There will be a raffle to the staff for Heat tickets in recognition of their spirit to be willing to do whatever it takes to make TCGDC successful. Several professional development sessions are planned for next week. Student behavior continues to improve and each week gets better and better.

### **Adjourn**

Ms. Greene adjourned the meeting at 7:10 pm. The next meeting of The Children's Guild DC Charter School (CGDCPCS) Board of Directors (BOD) is scheduled for February 8, 2016 at 6:00 pm.

Submitted by:

Susan McFaul  
Recording Secretary