

MINUTES
PAVE Southeast Raleigh Charter School, Inc.

The Executive Committee of (PAVE Board of Directors) of PAVE Southeast Raleigh Charter School, Inc. met on Monday, February 8, 2021 from 4:30 –6:30 pm. The meeting was held by zoom video due to COVID-19.

ATTENDEES:

Board Members:

NAME OF DIRECTOR	TITLE (IF ANY)	PRESENT IN PERSON	PRESENT BY TELEPHONE/VIDEO	UNABLE TO ATTEND
Kwan Graham	Board Chair		X	
Crawford Crenshaw	Board Vice-Chair		X	
Annette Corona	Board Secretary		X	
Tucker Mann	Board Treasurer		X	
Andrew Lakis	Trustee			X
Dexter Herbert	Trustee		X	
Willette Morman	Trustee		X	
Spencer Robertson	Trustee		X	

Staff and Other Attendees Present:

NAME	TITLE (IF ANY)	PRESENT IN PERSON	PRESENT BY TELEPHONE/VIDEO	UNABLE TO ATTEND
Dawn Arthur	Executive Director		X	
Spencer Menzel	Development Officer			X
Wanda Lassiter	Operations		X	
Latoyia Kinsey	Principal		X	

MEETING ITEMS:

1. CALL TO ORDER AND ROLL CALL

Crawford Crenshaw determined that the meeting was duly noticed, that a quorum was present and called the meeting to order.

Opportunity was presented for public comment. No public comments requested or made.

2. APPROVAL OF PRIOR BOARD MEETING MINUTES

The Secretary submitted the minutes from the January 11, 2021 full Board meeting. A motion was made by Willette Morman and seconded by Tucker Mann that the minutes be approved as submitted. The motion was unanimously approved.

3. DISCUSSION/ACTION ITEM(S)

Executive Director Update:

Wanda Lassiter, Director of Operations and Finance, provided an update on enrollment and recruitment. Ms. Lassiter presented the marketing strategy and proposed and current tools in place for this year's enrollment period including:

- New digital advertising
- Radio advertising
- Social media
- Mailer drops (at daycares and preschools)
- Brochures, flyers, postcards

Current enrollment numbers are low, compared to last year's, and the team is working on bringing those numbers up. PAVE is working with Radio One radio station to advertise and utilizing Geofencing technology. They have also reached out to LaGrande a former Pave partner to advertise with them targeting Spanish speaking families.

There was discussion and suggestions from the PAVE board regarding updating messaging to the community. Messaging around impact of COVID and the school's reopening was suggested in efforts to help reach enrollment targets. Annette Corona offered to assist Ms. Lassiter and her team on marketing strategies and next steps.

Dawn Arthur (Executive Director) provided an update on the school scorecard. She advised that a focus on attendance continues and is being with a multifaceted approach by the Leadership team. The Principal's report in March will provide more details on these approaches and results.

Ms. Arthur discussed PAVE's reopening plans and the Leadership team's recommendation to continue in a virtual program for remainder of the school year, unless the state mandates otherwise. Ms. Arthur presented the case on why the school should stay in a virtual program, citing the following factors that were considered by Leadership:

- Local and internal Covid context and data
- Feedback from staff and parents
- Instructional plans and performance
- Operational readiness to support reopening.
- Vaccine access

Dawn Arthur also provided a breakdown of the strengths and risks of the recommended plan. In light of the recommendation and the associated risks, PAVE is continuing to be dedicated to the following:

- Ongoing preparation for potential mandatory mandate to reopen in Plans A (Full) or Plan B (Hybrid) via legislative action.
- Developing an in-person Summer Learning Program to start in June 2021.
- Evaluate current online learning strategies and possibly bringing in groups of students for continuous learning or one-time engagement and opportunities, e.g.

- Continuing the partnership with the YMCA to host a Scholastic Support Center for families in need of daytime care.

There was significant discussion by the Board and Leadership on the recommendation and potential impact to families and staff. Currently, approximately 30% of families have requested an in-person option (modified Plan A or Plan B).

Being aware that legislation mandating an in-person option be provided to families the Board chose to hold on voting on the reopening recommendation until the legislative decision was final.

A follow up meeting was set for February 12, 2021 to further discuss the recommendation.

Action items: N/A

Finance Update:

It was noted that a full financial update will be provided at the full Board meeting in March.

CONVENE IN CLOSED SESSION

There was no closed session.

5. RECONVENE IN OPEN SESSION

6. MEETING ADJOURNMENT

Closing and Commitments:

Kwan Graham adjourned the meeting at 6:30 pm.

Respectfully submitted:

Annette Corona

Approved on February 22nd, 2021
Kwan Graham, President