

CAROLUS ONLINE ACADEMY  
BOARD OF DIRECTORS MEETING  
SEPTEMBER 7, 2023 AT 5:00PM  
VIA ZOOM

## **I. Preliminary Items**

Called to Order at 5:02pm  
Roll Called

Board Members present:

- Kristen Bell, Secretary
- Charles Brooks, Member
- Gretchen Dobbs, Member
- Rachel Migli, Member

Others present:

- Scott Sides, K-12
- Roger Welch, K-12
- John Kramer, K-12
- Chad Long, K-12
- Jamie Cann, K-12
- Betsy Carpentier
- Michael Ames, Executive Director

Approval of Minutes from prior meeting. Motion to approve with revision noted by Betsy Carpenter to add her to roll made by Kristen Bell. Charles Brooks seconded. Unanimously approved.

## **II. Board Chair's Report**

Board Member Training Completion John Kramer and Betsy Carpentier noted that training must be completed in the first year. There is another training session in December. Rachel Migli completed hers in June and got a certificate. Mike Ames will put all training deadlines together for the Board.

## **III. Action Agenda Items**

No Current Items Requiring Action. Personnel handbook addendum – Scott Sides reported that Mike Ames is reviewing to ensure compliance.

## **IV. School Leadership Report**

School Marketing and Enrollment Update. Scott Sides reported that 250 students are enrolled and that we still have a gap to close. Dr. Sides reported that he has observed a large number of high school interest and enrollment. Roger Welch gave a marketing update. Mr. Welch stated that he has been working with the local agency and thoroughly reviewed launch plan process. He shared details regarding the tactical campaigns and leads, and reported that we will then move to driving campaigns for awareness for next season. Chad Long reported that season to date, we have 547 applications.

We received an update that the full website has launched and is performing well. We are going to migrate to Wordpress. The new platform provides more flexibility for things such as editing Mr. Welch shared slides detailing social media campaigns and key metrics for local advertising. Targeted email will be deployed to 150,000 people in Greenville area

Board and Partner Summit. Scott Sides shared information about the Stride K-12 Board Partner Summit October 26<sup>th</sup> and 27<sup>th</sup> in Reston, Virginia. There will be group rotations in trade show type format. Agenda includes sessions relating to government affairs, product innovation, and curriculum, along with a Charter Board Panel Q & A.

Executive Director. Scott Sides reported that Mike Ames is in third week as Executive Director. Mr. Ames described his onboarding and progress that has taken place in launching the school. With onboarding training now completed, Mr. Ames thanked the Board for the opportunity provided to him and looks forward to a productive and successful first year.

## **V. Adjournment**