

**Oregon Virtual Academy
Regular Board Meeting Minutes**

Date: 2-22-22
Note Taker: Nicolle Hansen

Participants:

Voting Board Member: Barry Jahn, Myk Herndon, Paul Tannahill, Franklin Roberts, Megan Trow, MJ Sandall & Steven Isaacs
ORVA Academic Team Members: Jamie Stiles, Stephanie Martin, Ashley Smithey, Mindy Kramer, Leanne Moll, Caitlin Klenz, & Elyse Hansen
K12 Regional Team:

Meeting Recording

Call to Order at 6:32 PM

Agenda Item: Approval of Agenda	
Discussion: David Spitzer is in attendance to give the board an update. Jamie will present results from most recent staff engagement survey at the next work session. The modified agenda is approved.	

Agenda Item: Public Comments	
Discussion: No public comments.	

Agenda Item: SpitzerTech Update	
Discussion: David got approval from Tom Kyle to install cameras at the ORVA office and is scheduled to set them up on March 12 th . All computers are arriving at their warehouse and are being checked in and looked over. SharePoint project: Information and documents that are no longer needed have been archived and Michael (SharePoint coordinator) has kept daily backups going.	

Agenda Item: Marketing Proposal – Spencer McLennan	
Discussion: Spencer shares the proposal for SEO Campaign, recommends running a 35 hour/month SEO + PPC campaign. This would include ongoing management of content optimization, Google My Business, Bing Places, Facebook ads, link building campaign, security monitoring and monthly SEO reports. Hallie requests an extension to make sure there is room in the budget for this proposal prior to voting on the revised budget. Barry asks about implementing a form of tracking when families enroll with ORVA, such as a survey. Megan discusses including ads and info on Instagram and TikTok where prospective students might see it and become interested.	

Agenda Item: Finance & Budget Report	
Discussion: Hallie presents ORVAs Finance report for January.	

Agenda Item: Board Policies	
Discussion: Myk discusses edited policy #4: GBN/JBA & GCD/GDDA Policies & Procedures First reading for edited Policy #5: AC – Nondiscrimination BBAA – Individual Board Member’s Authority & Responsibilities BD/BDA – Board Meetings BDDH – Public Comment at Board Meetings DH – Loss Coverage GBA – Equal Employment Opportunity GBEA – Workplace Harassment	

Agenda Item: Board Calendar Committee and ED Evaluation Process	
Discussion: Admin annual report to Board moved from March to February (Mid-year Report). State testing update: gathering responses from families to know how many would prefer remote testing and will have further info in March. Jamie will have Staff Climate Survey/culture amp results ready in March. Charter Renewal Committee to meet in next few weeks to go over Kristen’s big list – renewal pushed back a year; new deadline is June 2023. Board development packet updated from activity #4 to activity #5. MJ mentions ED Eval Process – recommends starting Eval Light process March 2022 (as recommended by OSBA) to have in place for September 2022.	

Agenda Item: Mid-Year Academic Report (Admin Team)	
Discussion: Jamie shares the Academic and Engagement Report . Leanne Moll and Katy Pointer talk about updates for grades K-5. Caitlin Klenz and Emily Borrego talk about middle school updates. Elyse Hansen, Michael Hawkins, Margie Paulson, and Corrie Gustafson discuss high school updates. Ashley Smithey discusses student IEP goal progress and Special Programs comparison data. Mindy Kramer shares updates for the Student Support Team.	

Agenda Item: Consent Agenda Items	
Discussion: Consent items include previous meeting minutes, pending invoices, and approval of 2021 tax return (form 990). Staffing updates list will be included for the next meeting in March.	
Action: Franklin makes a motion to approve the consent items. Megan seconds the motion. All in favor, none opposed. Motion passes.	

Agenda Item: Board Policy Updates	
---	--

Discussion: Adoption of Edited Policy #4 GBN/JBA and GCDA/GDDA	
Action: MJ makes a motion to approve the Board Policy updates, Megan seconds this motion. All are in favor, none opposed. Motion passes.	
Agenda Item: Approve continuation of marketing support by Spencer McLennan	
Discussion: Spencer's marketing proposal will be discussed at the next board work session and whether there will be continued room in the budget is to be determined.	
Action: No action taken at this time.	

Meeting Adjourned at 9:26 PM