

Uplift Michigan Academy
Board of Education Regular Meeting Minutes
Thursday, January 23, 2020
6:00 p.m. Eastern Time

601 Fifth St NW Suite 500
Grand Rapids, MI 49504

1. Meeting called to order by President Jeff Bell at 6:01 p.m.

Roll Call

- a. Board Members Present: Jeff Bell, Wayne Coleman (call), Mary Harwood (call), Denise Kish (call), Brian Wood (call)
 - b. In person: Ron Kraft, Doug McNeil, Tim Wood
 - c. Call-in: Rodrigo Custodio, Robert Giordano, Travis Gostinger, Tonya Lowry Victoria Malone, Max Shafik
2. Pledge of Allegiance
 3. Statement of Purpose
 4. Adoption of Agenda
 - a. Motion to approve with the addition of the Board policy update under Item 6 by Jeff Bell, seconded by Brian Wood, all members – aye, motion carried

Public Comment

- a. No public comment

Correspondence

- a. President Bell sent an official response to the MDE regarding Superintendent Lowry's time and compensation from A3 with clarification about her split among multiple schools.
- b. Governor Whitmer sent a letter regarding our resolution to reinstate the funding for all public schools. She thanked the Board for reaching out to her and included additional information about approval of the funding increase.

Approval of the minutes from the regular Board meeting on November 21, 2019 and the Special Board meeting on December 19, 2019.

- a. Motion to approve by Jeff Bell, seconded by Brian Wood, all members – aye, motion carried

Financial Report

- a. The first check approved during the December board meeting was deposited at the end of November. The other two checks will not be utilized and will be voided and sent back to the Board.
- b. Motion to approve financial report as presented by Denise Kish, seconded by Jeff Bell, all members – aye, motion carried

5. Leadership Update

a. Marketing

- i. NextLvl is looking at the budget as enrollment continues to fluctuate. Working on ways to increase enrollment and utilize funds that rolled over from last year. The goal is to come back to the Board with a final plan on moving forward for the rest of the school year and moving into next.
- ii. Jeff Bell: Funds should be used to invest in marketing. We need to have a full marketing cycle from April to August, which has not happened in the last two years.
- iii. Appropriate expense reductions are being considered, but reductions should not cut into quality programming for the school.

b. Website Presentation

- i. Rodrigo Custodio presented the new website to the Board.

c. K-12 Overview

- i. Superintendent Lowry presented academic data and progress toward school goals.
- ii. Whole group Live Lessons are being decreased in favor of Advisory and 1:1 sessions. Advisory sessions will be every Wednesday at 11:30 a.m. and focus on subjects such as school expectations, strategies to be a successful online student, goal setting for academics, and afterschool interests.
- iii. A second parent satisfaction survey is being sent out.
- iv. Overall retention rate is higher than other virtual programs. The small school with close relationships is a strong selling point. Withdrawals are largely due to truancy and/or fit.

6. Board Strategy and Planning

a. Charter Contract Amendment

- i. The Board reviewed the Third Amendment to the Charter Contract. The name change from Uplift Michigan Academy to Uplift Michigan Online School was approved during the previous Board meeting. No further approval needed.

b. Board Policy Update

- i. Updated Board policies will be emailed to Board members on Friday, January 24, 2020. The Board will review the policies and email Tim Wood with any changes that need to be made. Final approval of the policies is scheduled to take place at the March Board meeting.

7. Meeting adjourned at 7:09 p.m. (Motion to approve by Jeff Bell, seconded by Brian Wood, all members –aye, motion carried)

Respectfully submitted,



Mary Harwood, Board Secretary