Uplift Michigan Online School
Board of Education Regular Meeting Minutes
Thursday, May 26, 2022
6:00 p.m. Eastern Time

4451 Hunsberger Ave NE
Grand Rapids, MI 49504

1. Meeting called to order by President Jeff Bell at 6:04 pm

   Roll Call
   a. Board Members Present: Arturo Armijo, Jeff Bell, Mary Harwood
   b. Board Members Absent: Paul Marineau, Brian Wood
   c. Others: Susanne Carpenter, Robert Giordano, Lori LaMontagne, Tonya Lowry, Victoria Malone, Yesenia Mercado, Ashley Shehow, Tim Wood
2. Pledge of Allegiance
3. Statement of Purpose
4. Regular Business
   a. Adoption of Agenda
      i. Motion to approve the agenda by Arturo Armijo, seconded by Mary Harwood, all members – aye, motion carried
   b. Public Comment
      i. None
   c. Correspondence
      i. None
   d. Approval of Minutes
      i. Motion to approve the minutes from the March 24, 2022 Regular Board meeting by Arturo Armijo, seconded by Jeff Bell, all members – aye, motion carried
   e. Approval of Finance Reports
      i. Motion to approve as presented by Jeff Bell, seconded by Mary Harwood, all members – aye, motion carried

5. Leadership Update
   a. Management Update
      i. National Charter School Institute policy updates
         • Motion to adopt resolution as presented for updated board policies (0100, 167.3, 6114, 6152, 8310, 8330) by Jeff Bell, seconded by Arturo Armijo, all members – aye, motion carried
   b. 2022-23 Budget Highlights
      i. Anticipated state aid increase of approximately $300 per pupil
      ii. Budget is based on projected enrollment of 700 students
      iii. Expenses
         • Staffing reflects increased enrollment
         • Staff retention including incentives and bonuses based on performance metrics
      iv. ESSER grant planning is still in progress and will be presented to the Board at a later date.
   c. K-12 Update

      i. The state assessment accountability metric is set at 95%. Uplift achieved 85% which is very good considering that there has not been testing for the last two years and we are dealing with ongoing effects of the COVID pandemic. Confident that we can hit 95% in the future.

      ii. Spring NWEA testing: On track to hit our 90% testing goal.

      iii. State Audits
- Pupil accounting quality audit: MDE approved our appeal and we will not have any state aid deductions
- Title I: 100% compliant, no findings
- WIDA: 100% compliant, no findings
- B-13: Data has been submitted to the MDE, waiting on their review

   d. Marketing

      i. NextLvl would like Uplift to retain lobbyist Michael Frederick/The Frederick Group for a one-year contract. NextLvl has been contracting with them on an as-needed basis for the last two years. The retainer would be $2500/month.
- The Board requested a benefit analysis as well as a written proposal before approval.

      ii. Rebranded marketing campaign is rolling out now across social medial platforms. Working with SYNERGi to place electronic billboards and streaming ads.
- NextLvl is requesting additional $40,000 allocation for marketing to run TV ads and direct mailing in targeted areas.
- The Board requested that written proposals be provided at least 1-2 days before meetings so that they can be reviewed prior to voting to approve.
- This is a time sensitive request due to TV scheduling deadlines. NextLvl will provide a written proposal to the Board via email. President Bell works in the marketing field. Can the Board give him authority to approve the proposal?
- Motion to grant Jeff Bell one-time authority to review the proposal and approve the additional marketing funds of $40,000 by Mary Harwood, seconded by Jeff Bell, all members – aye, motion carried

6. Board Strategy and Planning
   a. Year-end budget meeting will be held June 23, 2022. Organizational meeting will be held in July. Regular meetings will resume on a bi-monthly schedule after July meeting.

7. Adjournment
   a. Motion to adjourn at 7:01 pm by Jeff Bell, seconded by Mary Harwood, all members – aye, motion carried

Respectfully submitted,

Mary Harwood

Mary Harwood, Board Secretary