



**Governing Board Minutes  
December 12 , 2022 @ 4:30 PM  
Via Zoom/ in person  
<https://zoom.us/j/91928954739>**

Meeting called to order by President Dennis Dederling at 4:35

**Secretary Report** – [Minutes from November 14, 2022 Meeting](#) was unanimously approved on a motion by Treasurer Reiter and seconded by Member Mogenson

**Treasurer Report** : Treasurer Reiter noted that the only changes from last month are the \$180,912 in state aid we have received and the \$277,300 that we have billed (but not yet received from) partner schools. Treasurer report was unanimously approved on a motion by Secretary Palmer and seconded by Member Mogenson

**Between the Lakes Virtual Academy Report**

Enrollments:

BTLVA Total: 65 students

K-2 = 6 students

3-5 = 13 students (+1)

6-8 = 46 students (+2)

Principal Scovall-Muraski notes that the middle school (6-8 grade) is rapidly reaching capacity. Bridget August may be helping out with asynchronous instruction at those grades.

**Kiel eSchool Report**

Enrollments:

Full Time Students: Kiel eSchool

9th grade = 23 (+5)

10th grade = 23 (+2)

11th grade = 38 (+1)

12th grade = 51 (+3)

135 full time students 9-12 grade

Part-time enrollments at the high school = 134 classes

## **Partner Schools**

Brown Deer = 6

Freedom (new) = 4

HNR = 0

Hillsboro = 3

Hustisford = 1 (moved, plans to OE)

Marinette (new) = 50 (15 parttime); adding 7 Semester 2

Mishicot = 3

Osseo - Fairchild = 2

Portage = 22

Pulaski = 33

Twin Lakes = 2

West DePere = 11

Weston = 0

Whitefish Bay = 7

Winneconne (new) = 7

New Partners: Random Lake - awaiting paperwork; Formal Inquiries: Fond du Lac and Howard's Grove

## **Old Business**

**WRCSS Training in January** Principal Scovell-Muraski is still working on scheduling the governing board training for January 9.

### **Governing Board Changes**

On a motion by Secretary Palmer and seconded by Treasurer Reiter, John Mitchell was unanimously elected to the governing board. He will be entering year one in January 2023.

On a motion by Treasurer Reiter with a second by Secretary Palmer, Don Mogenson was unanimously elected as Vice President. He will be entering year three in January 2023.

President Dederling congratulated, thanked and welcomed Vice President Mogenson and Member Mitchell to the board. Treasurer Reiter noted that Shawn Mangan will be talking with business leaders in his role as Chamber of Commerce President and will forward any names of people expressing interest in board participation as we seek to grow our board.

## **New Business**

### **Marketing Proposal**

Greg Kent (from the Sinclair Broadcast Group) who did our marketing proposal for last time, is working on our marketing proposal. Principal Scovell-Muraski told him our goal was to target women ages 25-54 statewide who would have younger children. His recommendation was to use Facebook and YouTube to best target our premium audience with quality content. The average person in our target demographic is on Facebook 40 minutes per day and would be able to click directly on a link to get more information. We would be able to track them and contact them directly. We would receive metrics regularly. YouTube would also target the student population. Greg Kent believes this will give us the most bang for our buck. There would be a video commercial and a write-up. Several people will monitor and respond to questions. The Facebook campaign alone will cost about \$21,000 for a three-month campaign (Midway through January until midway through April). Adding the YouTube platform will cost an additional \$15,000 from the grant.

Treasurer Reiter suggested that since we are a virtual school and haven't used much of our capital expense budget, it would make sense to transfer money from this area into marketing. President Dederling wondered whether such a broad campaign would be overwhelming, but Principal Scovell-Muraski reassured him.

President Dederling made a motion to move \$15,000 from the capital expense budget to the marketing budget to cover the YouTube portion of our open enrollment period marketing campaign. The motion was seconded by Secretary Palmer and unanimously approved.

### **Dual Enrollment Proposal**

Students are asking to take advantage of chances to earn college credit in high school online like they can in the brick-and-mortar school. As more students want to be doing this in the e-school, Jen is wondering if those student applications could be brought to the governing board before going to the KASD school board. She feels that would give the students more support at the school board level. Cost is typically \$100 to \$161 per credit. This would only be for juniors and seniors in good standing who have earned this opportunity. Program deadlines ensure a natural waiting period (fall applications are due March 1 and spring applications are due October 1). Jen plans to develop relationships with the tech schools in Wisconsin, but right now only one student has been approved.

### **Special Education Teacher addition**

We had at least a dozen open enrollments outside of the open enrollment period that we had to turn away because of lack of support available. Sarah and Jen are putting together a proposal to hire a special education teacher for our e-school population.. It only takes about 8 special education students to cover the cost of a teacher. This should help to grow our school. We could add interventionists to distinguish us from other e-schools. This would be especially helpful for students who have mental health challenges more so than students who have significant academic needs.

### **Recap of DPI**

Add enrollment criteria and state report card/annual progress report to our website.

Add the random selection process to our website in case of more applicants than can be accepted.

Governing board needs to review financials monthly (we have begun this process).

Add capital inventory process.

### **Future Agenda Items**

Checking on January Date– Board Training?

Progress report on all the above

Staffing changes after discussion with Dr. Ebert

Possible relationships with arts nonprofit/ MSO partnerships are open

### **Adjournment**

At 5:29 on a motion by President Dederling and seconded by Secretary Palmer the meeting was adjourned with holiday wishes to one and all!