



Governing Board Minutes
From
May 8 , 2023 @ 4:30 PM
Via Zoom/ in person
<https://zoom.us/j/99763268566>

Call Meeting to Order: President Dennis Dederling (and Welcome Randy Koppenhaver who was observing and considering joining the board) All board members were present.

Secretary Report –[April Minutes](#) were approved unanimously on a motion by Elaine Reiter and a second by Don Mogenson.

Treasurer Report : In the area of Operating Sources, the BTLVA and eschool were budgeted to bring in the same amount of partner school funds, but where BTLVA was slightly below budgeted amounts, the eschool was significantly above budgeted amount leading to a total partnership enrollment payment amount which was 119% of budgeted amounts. This is the first budget report of the school year where we have all the partner monies received. Of the partnership enrollments 71% came from the eschool and 29% came from the Between the Lakes Virtual School (BTLVA) which is a newer entity with a smaller enrollment at the present time.

In the area of Operating Expenses, the Employee Travel which previously had been taken out of the budget has been removed from the district budget and charged to the grant. In the eschool budget, there was a recent expenditure of \$56,850.88 charged to Purchased Services for Kiel Area School District enrollments in the Wisconsin eSchool Network (only \$3000 had been budgeted)

On a motion by President Dederling with a second by Member Palmer, the Treasurer’s Report was unanimously approved.

Between the Lakes Virtual Academy Report
Enrollments:

BTLVA Total: 83 students

K-2 = 8 students

3-5 = 12 students

6-8 = 63 students (+5)

- Kiel BTLVA Full-Time online = 27 (13 Resident + 14 open enrollments)

Offline BTLVA = 20 (8 Resident + 12 open enrollments) + 14 potential new students who will be joining us next year

Kiel eSchool Report

Enrollments:

Full Time Students: Kiel eSchool

9th grade = 35

10th grade = 24

11th grade = 45

12th grade = 47; +4 early graduations (-1 student moved out of state)

Part-time enrollments at the high school = 117 classes

Partner Schools

Brown Deer = 3

Freedom (new) = 1

HNR = 0

Hillsboro = 1(-1)

Howard's Grove (NEW) = 1

Hustisford = 2

Marinette (new) = 55 (+1)

Mishicot = 3

Osseo - Fairchild = 2 (-1)

Portage = 37

Pulaski = 37 +1)

Random Lake (NEW) 0

Twin Lakes = 3

West DePere = 11

Weston = 2 (+1)

Whitefish Bay = 8

Winneconne (new) = 11 includes 1 part time

New Partners Inquiries: **Sheboygan Falls, Coleman, Wausaukee and Sevastopol**

Total Partner Students: 177 (-5 since March/ 23)

Old Business

- Lottery Policy On a motion by Member Palmer with a second by Treasurer Reiter the Lottery Policy was unanimously approved. Principal Scovell-Muraski reiterated that this is not a policy that we will be using currently, but only if our enrollment expands dramatically.
- New roles updates
 - 6-12 Spec Ed will be posted soon as previously approved by the board as a full time position
 - 4K-5 Spec Ed/Coach – A 49% special education teacher and learning coach/interventionist. If the minimum of 8 special education students in this band is met, we will revisit the percentage. President Dederling made a motion to approve this position and was seconded by John Mitchell. All members approved.

Student Success Coaches – Principal Scovell-Muraski has created a job description for this position, but is still working on the salaries and benefits. It has been decided that this will be a stand-alone job not tied to existing teachers. This topic will be revisited once the finances have been resolved.

By-law Change to address non-voting board members. Elaine Reiter shared the following change in the by-laws: section:

“ARTICLE IV - BOARD OF DIRECTORS

Section 1: Board Role, Size, Compensation. The Board is responsible for overall policy and direction of the eSchool, and delegates responsibility for day-to-day operations to the Administration and Program Leader. The Board shall have up to nine and not fewer than five voting members. Up to two of the Board members may act in a non-voting/advisory role as long as at least five members hold full voting powers. The board receive no compensation other than reasonable expenses.” A motion was made by Eileen Palmer and seconded by Elaine Reiter to change the by-laws as proposed. The motion was passed unanimously.

New Business

- Salary adjustments will be tabled until Principal Scovell-Muraski meets with Charles Achter. This discussion will need to take place in closed session since it involves staff and will be posed as such for the June meeting which will take place on Monday June 12 at 1:00 PM.
- Board Goals: handbook for new members- Sue Steiner, Jennifer Owen and Sarah Scovell-Muraski a found old handbooks and are working on putting together a new handbook for new board members. This is an ongoing project.
- Marketing Update: Metrics: YouTube – GB they had over 28,000 FREE commercials from people skipping – that’s great although they also had one of the higher view rates (non-skip rates) than I’ve seen so more people were engaged with their messages than average.
 - Same can be said for Madison with another 19k or so freebies & still a higher view rate
 - Milw had a view rate in the 60%’s – wow – and another 39,000+ free commercials – talk about win/win!
- Facebook – any CTR over 2% is phenomenal – that’s an amazing engagement rate
- Retargeting – solid at a .24% to bring back 121 people to re-engage with the brand Principal Scovell-Muraski indicated that this has been a very successful marketing campaign. Her daughter created a commercial that we can use all summer.
- Partnership update – Marinette will not be partnering with us next year as they had numerous students that they couldn’t keep track of. Jennifer Owen will be keeping in touch with them and perhaps with the addition of success coaches they may be brought back. Also some of their successful students may open-enroll with us. Coleman, Wausaukee, Sheboygan Falls, and Sevastopol are potential new partners.

Future Agenda Items

How else can we grow?

Adjournment

On a motion by John Mitchel with a second by Eileen Palmer the board unanimously voted to adjourn at 5:54 PM.