

Charter School for Applied Technologies

Board Meeting Minutes

May 14, 2024



Public Comments (5 minutes)

Minutes (5 minutes)

- Minutes from April 16, 2024
 - Motion to approve – Steve Kottakis
 - Second – John Cinquino
 - Minutes approved.

Presentation

Talent & Recruitment – Chad Witherell

Discussion of JazzHR implementation for applicant tracking and increased positive candidate experience, Teacher Recruitment Day, the interview “experience,” making key hires in priority areas. We have 14 open positions currently. Bi-weekly check-ins to make sure candidates are rock-solid and stay on throughout the summer. Discussion of recent key hires and goals for next year’s hires. Trying to “grow our own” working with the teacher residency programs, building relationships with college career centers and staff in education (college faculty). As far as operations, discussion of talent operations, improving the onboarding experience, retention and turnover, metrics and data, defining/adhering to our “must-haves”, refining operational structures within HR.

Goals for Talent Recruitment: Raising the standards and developing KPIs – all teaching positions are staffed with a qualified teacher at the start of each school year, retention, time to fill openings, ongoing evaluation of talent function, establishing CSAT as a “talent destination”. There is competition with teachers for various hard-to-fill positions. Some discussion about what makes people come here to work – “career day” idea resonates with people a great deal, the whole idea about how we prepare students for the “real world”. State retirement, collective bargaining, these are all great selling points for our organization.

Communications & Marketing – Kara Oliver-Perez

Introduction of the new Director of Communications, discussion of stretch goal of increasing enrollment (by 5%) and tentative plans for outreach, targeting priority zip codes and local private, home, and public daycare centers, especially with a kindergarten push, priority populations to target (refugee and immigrant populations, sped, FRL), must build authentic relationships within communities using community partners and contacts.

Connection strategies include phone calls, emails, target marketing, social media – a cost-effective way to get a message to a large group of people, Town Square Media, Challenger ads, highlighting cross-curricular experiences for students, enhancing learning for the whole student. Increased presence on social media, including META, YouTube, FB, Reels – taking advantage of caregivers to bring a larger audience – billboards, guerilla marketing at in-person events. Discussion about the power of social media “reels” with intent on building a wider audience – Ms. Oliver-Perez showed examples of reels and analytics of the data that resulted to promote CSAT as a result. Emphasis on belonging and thriving from CSAT as the “place to be”. Looking at our competitors to develop strategies to compete by creating a comprehensive marketing and communications plan – with social media content planning, marketing strategy that has KPI metrics and goals, working with families and parents who have made the decision to put their children here at CSAT.

Administrative Report

Mr. Lyle reported on the receipt of the Charter Renewal packet. We have until August 30, 2024 to complete it. Board retreat went well, and board packets were given out along with the minutes from the retreat. Susan Gibbons will be here all day May 30 and the morning of May 31. She would also like to meet with the board on May 30. Elementary and high school on May 30 and middle school on May 31.

Discussion of previously mentioned Town B&G club and Kenmore have parted ways and we wanted to create our own program, but it was a stretch and Tanya and Bob met with Kenmore and we are hoping to establish a relationship with Kenmore at a cost of \$75,000 for 150 students.

Cullen Foundation gave a grant for CSAT \$75,000, 3 years, we are working on the same grant as BuffSci, we are continuing to promote our unique combination of “career and college” with our marketing team and career readiness team to continue to promote our students’ access. Looking at multiple grants right now to help with providing more social-emotional supports and programming for other needs such as tier 3, high needs students, given budgets slimming over the next few years.

Permanent Board Committees

- **Quality Assurance - none**
- **Career Readiness - none**
- **Finance – none**

Ad Hoc Board Committees

- Appeals – Mr. Donnelly
 - Two appeals since April, one was denied, and one was granted.

Old Business

- Transportation – Mr. Lyle
 - Conversations with Mr. Quackenbush, we are letter writing to help with transportation since Mr. Guzman is no longer with BPS.

New Business

- **Enrollment**
 - Mr. Loveria reported that we are at 2305 due to students exiting out of state and some re-enrolling at BPS.
- **Personnel Report**
 - Mr. Lyle reported 3 new hires, cleaners, and special education, along with one termination.
 - John Cinquino - motion
 - Danielle Salasalvage– second
 - Personnel report approved
- **Parent-Teacher Organization**
 - Mr. Lyle discussed the need for a newly revived PTO, and Jason Campbell presented himself and introduced his team. Crystal DuBois (has 6th grade student) is treasurer, Makia Franklin (also in attendance) – chose people on the board who have students here at CSAT. PTO needs a little help in getting representation from the ES, MS, and HS and are looking to recruit members. Planned events and ideas include the traditional PTO activities and some new ideas forthcoming, we are working to reignite.

Lisa Smith requested executive session for reviewing charter renewal talking points.

- Steve Kottakis - motion to end the meeting
- Andrea Pasieka - second

Next Meeting – June 11, 2024

Attendance in person: Joseph Berti, Bryan Carlo, John Cinquino, Ian Donnelly, Danielle Salasalvage, Andrea Pasieka, Steve Kottakis, Lisa Smith

Others: Tanya Moore, Garrick Loveria, Andrew Lyle, Brett Lutterbein, Patrick Heyden, Sue Jurewicz, Chad Witherell, Tara Jefferson, Lindsey Gress, Sarah Monaco, Chris Bigouette, Dara Seeley, Ann Morgante, Kara Oliver-Perez, Tara Puff, Dan Scholze, Nicole Killion, Shane Lynch