Real Learning for Real Life®

MEETING OF THE
BOARD OF DIRECTORS FOR SIATech, Inc.
SIATech and SIATech Academy South Charter High Schools
November 19, 2024

MINUTES

I.   CALL TO ORDER/WELCOME GUESTS

Board Chair Unaka called the meeting to order at 5:31 p.m. The Chair recognized a quorum. In-person board members included Stacey Wilkins. Elyse Burden, Jennifer Credit, Asha' Jones, Oliver Unaka, Erica Alfaro, and Joe Herrity participated virtually. Central office staff also joined in person and virtually.

II.   APPROVAL OF AGENDA

On a motion from Joe Herrity and seconded by Stacey Wilkins, the Board took roll call votes to approve the Agenda for November 19, 2024 as posted:

   Ayes: 7 (Herrity, Wilkins, Alfaro, Burden, Jones, Credit, and Unaka)

III.   PUBLIC COMMENTS – None.

IV.   CLOSED SESSION
Recess to Closed Session
1. [x]   Public Employee Performance Evaluation pursuant to Gov. Code §54957(b)(1)
         Title: Interim Superintendent/CEO

V.   RETURN TO OPEN SESSION at 6:31 p.m.

   Report of Action Taken in Closed Session, if Any – No action taken.

VI.   CONSENT AGENDA

On a motion from Joe Herrity and seconded by Asha' Jones, the Board took roll call votes to approve the Consent Agenda as posted:

   Ayes: 6 (Herrity, Wilkins, Burden, Jones, Credit, and Unaka)
   Absent: 1 (Alfaro)

APPROVED
2. Regular Meeting Minutes for September 17, 2024

Integrity   ♦   Respect   ♦   Service   ♦   Learning

VII.   BOARD DISCUSSION/ACTION

      3.   Discussed/Voted: Amended Conflict of Interest Code for SIATech, Inc.

On a motion from Stacey Wilkins and seconded by Joe Herrity, the Board took roll call votes to approve the Amended Conflict of Interest Code for SIATech, Inc. as presented:

      Ayes: 6 (Herrity, Wilkins, Burden, Jones, Credit, and Unaka)

      Absent: 1 (Alfaro)

VIII.   ADMINISTRATIVE SERVICES ITEMS FOR DISCUSSION/ACTION

      4.   Discussed/Voted: Board Policy 4104 Remote Work Policy for SIATech

On a motion from Joe Herrity and seconded by Asha' Jones, the Board took roll call votes to approve the Remote Work Policy for SIATech as presented:

      Ayes: 6 (Herrity, Wilkins, Burden, Jones, Credit, and Unaka)

      Absent: 1 (Alfaro)

      5.   Discussed/Voted: Board Policy 4104 Remote Work Policy for SAS

On a motion from Stacey Wilkins and seconded by Joe Herrity, the Board took roll call votes to approve the Remote Work Policy for SIATech Academy South as presented:

      Ayes: 6 (Herrity, Wilkins, Burden, Jones, Credit, and Unaka)

      Absent: 1 (Alfaro)

      6.   For Information: Marketing/Student Referral Data
      Linda Leigh provided an update on prospective student outreach, emphasizing the key performance indicators (KPIs) used to track students throughout the recruitment process. She noted a reduction in spending on Google ads and an increase in website postings. Linda also highlighted the crucial roles that social media and word-of-mouth referrals play in student recruitment. Other marketing activities include redesigning the website, launching a 30-day onboarding campaign to welcome new students, and creating an alumni database.

      Additionally, she discussed the positive impact of customer relation management (CRM) automation on student engagement and enrollment. The team will continue to monitor and adjust strategies based on data and projections from the sites.

IX.   BUSINESS SERVICES ITEMS FOR DISCUSSION/ACTION

      7.   Discussed/Voted: SIATech 1st Interim Report
      Tom Renner reviewed the highlights of the report and noted that enrollment is right on target. The adopted budget for 2024-25 was based on an Average Daily Attendance (ADA) of 1,230, and the average through October is 1,231. He pointed out that future year projections do not include SWP Grant funds until they are awarded. The cash flow is in good condition, with no borrowing anticipated in the future based on current assumptions. Given these assumptions, economic uncertainties are projected to be at 18%.

On a motion from Joe Herrity and seconded by Stacey Wilkins, the Board took roll call votes to approve the 1st Interim Report for SIATech as presented:

      Ayes: 6 (Herrity, Wilkins, Burden, Jones, Credit, and Unaka)

      Absent: 1 (Alfaro)

8. **Discussed/Voted**: SIATech Academy South 1st Interim Report

Tom Renner provided the Board with an update on revenue and expense projections. He noted that the adopted budget for 2024-25 is based on 125 ADA, with a revision to 110 ADA. This change reflects a decrease resulting from LP1 and LP2 data. Overall, projected revenue has decreased by $268,000 while expenditures have increased by $30,000. An increase in Average Daily Attendance (ADA) of 35 students is anticipated over the next two years. Economic uncertainties have decreased from 31% to 22%. Stabilization funds and dollars from economic uncertainties will be utilized to cover the deficit.

On a motion from Joe Herrity and seconded by Joe Herrity, the Board took roll call votes to approve the 1st Interim Report for SIATech Academy South as presented:
   Ayes: 6 *(Herrity, Wilkins, Burden, Jones, Credit, and Unaka)*
   Absent: 1 *(Alfaro)*

9. **For Information:** SIATech and SIATech Academy South Purchase Orders Reports
      – September 14 – October 31, 2024

X.   REPORTS/PRESENTATION TO THE BOARD

10. Superintendent's Report

   a. Data Dashboard Tracking
      Stacey Wilkins introduced the Data Dashboard, which will monitor student attendance, activity rates, and the reason for exits. The Average Daily Attendance (ADA) targets for each site include enrollment figures, target ADA percentages, and average attendance rates. This valuable information will enable early intervention when necessary.

   b. Site Action Plans
      Jake Gordon provided an update on strategies to improve student engagement and retention. He emphasized the significance of enhancing both engagement and retention rates. Additionally, he discussed the creation of site action plans that focus on equity-centered instructional practices and the advancement of the Multi-Tiered System of Supports (MTSS).

   c. *ADA Update – LP2 (Independent Study) and LP4 (Job Corps)*
      An update was given on LP2 for Independent Study and LP4 for Job Corps.

XI.   BOARD CALENDAR/NEXT MEETING AGENDA

11. Proposed Agenda Items for Next Regular Meeting – January 21, 2025
   a.   Finance Board Policies

XII.   REMARKS FROM THE BOARD – Board members expressed their gratitude to SIATech staff for their ongoing support of both students and employees.

XII. **ADJOURNMENT** – 7:50 p.m.

Recorder: Pricilla Perez

_____   01/22/2025 _____
Asha' Jones, Secretary   **Date**