



PROVIDENT CHARTER SCHOOL - WEST
MINUTES
OF THE MEETING OF THE BOARD OF DIRECTORS OF PROVIDENT CHARTER
SCHOOL
April 9, 2024
6:00 PM
HELD AT PROVIDENT CHARTER SCHOOL AND VIA ZOOM

BOARD MEMBERS PRESENT	BOARD MEMBERS ABSENT	OTHERS PRESENT
Mike Brady	Terry Smith	Maria Paluselli
Sheila Conway		Alan Shuckrow
Curtis Kossman		Rachel Owens
David Baker		Darlene Brown
George Robinson		Sallie Richards
Dr. Jean Ferketish		Kathy Clark
Dan Sponseller		Amy Cooper
John Rushford		Michelle Lohner, Grow Schools
Don Marinelli		Ashley MacQuarrie, Grow Schools

Curtis Kossman convened the meeting at 6:00 p.m.

Public Comment

None

Approval of Minutes

The meeting minutes of the March 12, 2024 meeting was reviewed by the Board.

ACTION: Upon motion by David Baker, seconded by Sheila Conway, the March 12, 2024 meeting minutes were unanimously approved.

Governance Report

Alan Shuckrow and Maria Paluselli reminded the Board that the Statement of Financial Interest (Ethics) forms are due May 1. The forms were provided to the Board members. Mr. Shuckrow offered to assist any member in completing them.

Matters of Note

Grow Schools Presentation

Maria Paluselli introduced Michelle Lohner and Ashley MacQuarrie from Grow Schools. Michelle is the account manager and Ashley is the director of enrollment and marketing. Recently Provident West entered into an agreement with Grow Schools in an effort to increase enrollment, and the Board requested that Grow Schools present on what they are developing to assist Provident West. Michelle and Ashley discussed with the Board the idea of story arcs to be used as pillars which revolve around key themes to help build the Provident brand. The Board discussed with Grow Schools the various deliverables in progress including enrollment banners and yard signs; promotional display posters; rack cards; stickers, magnets and window clings; movie theater ads, and digital ads. There was also a discussion regarding determining the interest in Provident gauged by online use including the use of Google ads, meta drives, SEO driving traffic from organic searches and using website content to inform and engage. Grow Schools uses a real time dash board that tracks the results. The Board asked questions of Grow Schools, particularly regarding enrollment. In addition, the Board questioned whether there was marketing directly to educational professionals who may be in a position to refer families to the school. Grow Schools noted that at this time they are focused on parents. There was an overall discussion regarding the personal stories of families and the impact that may have on others. The Board thanked Grow Schools for their presentation and the discussion.

Enrollment Report

Maria Paluselli presented the enrollment report for West. For the 2024-2025 school year, there are currently two (2) new students who have enrolled. The Board entered into a discussion regarding what would assist parents to move from the applied status to the enrolled status. One idea was to have current parents reach out to perspective parents. Ms. Paluselli also noted the positive response the school has received from the educational professionals in the area.

Hiring Report

There was no hiring report for West.

Finance

Ms. Paluselli provided the Board with an update on the CSP Grant. At this time, approximately \$184,525.00 remains available this year under the grant.

In addition, the Board reviewed the vendor purchases for March, 2024.

ACTION: Upon motion by Curtis Kossman, seconded by David Baker, the vendor purchases for March, 2024 were unanimously approved.

Ms. Paluselli and the Board had a brief discussion regarding the preliminary considerations for the 2024-2025 budget, and Ms. Paluselli noted that the budget presentation will be made at next month's board meeting.

It was announced that the Board would be going into executive session at the conclusion of the meeting in order to discuss a personnel matter.

Adjournment

There being no further business, the meeting was adjourned to the executive session at 7:10 p.m.

Date

Daniel J. Sponseller
Secretary of the Board