

MINUTES
BOARD OF DIRECTORS
SOUTH CAROLINA WHITMORE SCHOOL
501 Commerce Drive NE
Columbia, SC 29223
September 20th, 2018

CALL TO ORDER

Everyone in the room introduced and shared information on themselves. Chris McClure called the meeting to order at 9:10 am.

ATTENDANCE

Terry Hitch, Chair (via phone); Roger Sears, Secretary; Chris McClure, Treasurer; Shennice Cleckley, Board Member; Ashley Wheeling-Goodson, Board Member (via phone); Jim Rund, Board Member; Elizabeth Vice, Board Member; John Loveday, Principal; Ebone' Adams, Assistant Principal (via phone); Amanda Reilly, Director of Curriculum and Instruction; Susan Herring, Director of Human Resources; Annette Havens, Testing and Social Media Coordinator; Andrew Cilone, Kelley-Moser Consulting (via phone); Chaz Friendly and Leslie Maley, Elliott-Davis.

Public Comments

None

OATH OF OFFICE

Roger Sears, Shennice Cleckley and Jim Rund were given the Oath of Office, by Chris McClure, for being appointed to the Board of Directors. Elizabeth Vice was given the Oath of Office for being elected to the Board of Directors.

Terry made motion to elect Roger Sears as Secretary of the Board, Shennice 2nd. Unanimous vote to approve Roger as Secretary.

APPROVAL OF MINUTES

The Minutes of June 21, 2018 were presented for approval by Chris McClure. A motion was made to approve the minutes by Terry Hitch and 2nd by Elizabeth Vice. Approved by unanimous vote.

ANNUAL AUDIT REPORT

Chaz Friendly, from Elliott Davis, Inc., presented the Draft of the Annual Audit Report to the Board of Directors and staff, for the year ending June 30, 2018. The two stages of an audit are planning and completing the audit. Inquiries were made to management and Kelly Moser Consulting. The audit uses a concept of materiality and therefore, not every single transaction was reviewed just a sample. Chaz explained what is contained on each page in the Report on Financial Statements. Of note, page 2 is an opinion on the audit, which is an unmodified opinion and materially correct. Chaz then continued to

outline the rest of the report from discussion and analyses, to how the school performed, as well as a report on internal control and compliance.

Then, Lesley Maley from Elliot Davis, Inc. presented the Draft of the Report on Financial Statements for the year ending June 30, 2018. This report reflects the audit process, given to the Board, for SC Whitmore's financial statements. Lesley explained each page in the report and stated no deficiencies were found in the review of internal controls. John explained the new process of uploading the items needed by Chaz and Leslie for the audit.

*Chaz and Leslie left the meeting.

FINANCIAL UPDATE

Andrew Cilone, from KM Consulting, gave more information concerning the financial audit and the current years financials. Overall, 84.45% remaining in revenue for current school year. Current expenses, travel has a lower amount remaining due to more travel at beginning of school year. Repair and maintenance will be adjusted to reflect the roof as a new item. Crescent Construction gave us a quote with ten year warranty. IDEA for this fiscal year was increased and since there was a concentrated marketing push at the beginning of the school year these numbers are also lower. Projected at having a positive net income at the end of the year with a projected 5.4 months of operation. Student classification weight and projected amounts were discussed and how this would affect the 45 and 135 day counts. John Loveday explained the 250 minutes of direct instruction for learning disabled students is now not required, due to a SC Department of Education proposition. John talked about how the weighted ADM is compiled. Current ADM is 392 and still have a month before the state pulls SCWS numbers. Shennice asked for more discussion on the ADM. Students are prorated based on when they enroll in the school and projection numbers are hard to predict. Andrew finished his financial update with the new student numbers, the projected ERA funding should be increasing. The school has a positive and healthy fund balance to cover five to six months of school operation which then lead to a discussion of paying off the mortgage early. John was challenged by the board last year to increase the student population and look at possible satellite locations. Jim asked questions about financials. Chris described the CD's coming due in December and the longest CD maturity date is January 2020. This money helps provide for the Blue Diamond Scholarships.

*Andrew left the meeting.

ACADEMIC UPDATE

Ebone Adams, Assistant Principal, presented a summation of Class of 2018. One hundred and one graduates with 85 completed in May 2018 and the additional 16 in July 2018. She also explained the extended school year helps students and increases the graduation rate. The number of two year early graduates is school record. John said the school started out to help the five, six, and seven year graduates then students found out they could finish high school early and go onto college. Scholarship totals over a million dollars for the Class of 2018. Counselors have done a good job in encouraging students to apply to college and technical schools. Blue Diamond Scholarships are based on their performance at SCWS and were started during the 14-15 school year. The scholarship is promoted each year, however, only 9 received the scholarship but more are eligible. Some students just wanted to enter workforce.

Graduation rate is determined by students who graduate on time. The graduation rate is 40% which is an increase of 5% over last year. The first year of operation, the graduation rate for SCWS was 10% and now is 40%. Therefore, the School indicator on school performance framework (district report card) will be an "exceeds" this year. John said District wants to see us improve. District agreed to this school indicator. Discussion included seeking agreements with technical colleges, Historic Black colleges, and Columbia International University to assist in dealing with dual enrollment and helping high risk students. Ebone, along with the school counselors, have built relationships with different technical colleges to take advantage of college courses (dual enrollment) offered to SCWS students. Board members were invited to attend College and Career night.

The Class of 2019 currently consists of 98 seniors with six seniors possibly being 3 year graduates. New for this year is the Senior Mentor Program where each faculty/staff member will mentor one senior who needs additional support.

*Ashley Wheeling-Goodson left the meeting.

SOCIAL MEDIA UPDATE

Annette Havens gave a social media update. Previously, SCWS purchased ads that spanned the whole school year. After reviewing past ads, the best time is July 1st through October 1st for targeted campaigns. The videos from graduation were promoted during the six week period before school started. FaceBook reinstated recommendations on SCWS page or share with friends and family. Twitter was also used to market the school with ads ending on October 1st. This year's ad has reached more people and growing more each year. Last year added Instagram to the SCWS Social Media presence. Currently eighty-two followers and growing. Questions were asked about the target audience of social media ads. Several board members offered tips and advice for working with social media and collecting data.

John Loveday's goal is to make enrollment an online process this year. He has spoken with several businesses that will work to create the online enrollment system.

John reached out to 2 different news stations, WLTX News 19 and WYFF in Greenville. Both stations used targeted FaceBook ads and reached a totally different audience. SCWS could reply and add comments to these ads.

Additionally, this year the state department agreed to some special testing windows to include October and March as additional testing times. This will shorten the time between ending a course and taking the EOC for the course.

Jim wanted to know if counselors have a rapport with other counselors in other schools for possible students who are struggling in brick and mortar schools. There is a relationship with registrars in schools, however, they cannot advertise for our school while working at another school. Elizabeth said private schools could recommend students to our school.

PRINCIPAL'S REPORT

As of today, 415 students currently enrolled and the waiting list was enacted on September 4th. A waitlist so early in the school year is a record. Orientations are scheduled for the next three weeks.

Orientations will continue for the remainder of the year to maintain our student numbers. Current capacity is 425 students. Capacity is reached when one or more teachers or counselors cannot accept anymore students based on student number and number of student posts each day. Currently, SCWS has 27 full-time employees and seven contracted for services teachers. The teacher shortage in South Carolina doesn't affect SCWS, resumes from teachers arrive daily. Our internal goal is to be at capacity by the first day of school. This year the student retention was a school record of 82% compared to 2012-13 school year at 55%.

EVAAS looks at students and how they have scored on tests throughout their entire school career. This year's levels by subject: ELA Level 5, Math Level 3, Social Studies Level 3, and Science Level 3. The EVAAS scores show virtual schools can actually grow student improvement. First virtual school to be invited and accepted into TransformSC, who works with 60 schools statewide. This is a three year program to help your school become better. TransformSC likes that the school is mastery based. SCWS is unique because it is successful virtual school and the likely the only non-profit school not owned by a corporation. CompuHigh is the only school remotely close to us and they are private and for profit. Annette pointed out that staff and teachers put in proposals at different conferences to share our information with other schools, highlight things that are working in our school and learn new things.

Board member plaques for Susan DuRant and Ann Brown were shown and board members signed thank you notes for these previous board members. Current board members were given insulated cups for coffee.

OTHER BUSINESS

A copy of the Bylaws are in the Board binders, pay attention to items in red. The first reading of bylaws will be at the December board meeting and then move to approve the amended Bylaws.

ADJOURNMENT

Next Board meeting on Thursday, December 13th, 2018 at 9:00 am. No other new business.

A motion was made to adjourn the meeting by Roger Sears and Jim Rund, 2nd the motion. Unanimous vote to adjourn the meeting.