**ACADEMY OF HOPE BOARD MEETING**

**January 23, 2024**

The meeting opened at 4:05 pm with interim Chair Madeline Ford, calling the meeting to order.

**ATTENDANCE**:

**Board Members**

Madelaine Ford, Mark Lewis, Rosalyn Brown, Patrina Clark, Eric Jones, Deborah Ringel, Julie Meyer, Larry Condelli, Luann Sinclair and Jason Ufland

**Staff**

Lecester Johnson, Michael Durant, Tiffany Godbout, Joy Bentley Philips and Lisa Leach

*November 14th minutes voted on and approved*

**REPORTS/UPDATES**

**Opening Remarks by Madeline Ford, Interim Board Chair**

* Reviewed agenda and upcoming board work
  + Financially, we remain stable, to close the year with a 16% margin over the cash on hand.
  + Board vote on new security cameras.
  + Executive session scheduled to discuss the performance of our CEO.

**CEO Report – Lecester Johnson/Michael Durant/Joy Bentley Phillips**

* Ten-year review is scheduled for June 24, 2024, staff is scheduled to meet with the review team on February 13th to walk through the process. This is a comprehensive review of the last five years.
* PCSB is in the final development of its new Accountability Framework, Aspire. It is scheduled for implementation in SY 25. The framework modeled AoH historical data. AoH is trending as a level of level 2 school. Description of levels are below:

* Level 1 – Exemplary Performance
* Level 2 – Strong Performance:
* Level 3 – Satisfactory Performance:
* Level 4 – Weak Performance:
* Level 5 – Unsatisfactory Performance:

Preparing for our10-year review

* AoH’s in-seat attendance increased for the third consecutive year, we are trending on or above the sector
* EFL gains, are steady even with growing N-sizes. School on an upward trend.
* Graduates are growing to pre-pandemic levels. The GED pass rate is at 87%. We are above sector
* Focus area on the Workforce program to make sure we have strong employment outcomes
* 250 learners enrolled in workforce programming.
* February marks the start of DC Budget Advocacy season, beginning with performance oversight hearings. To support advocacy efforts, we are in the process of engaging a consultant.
* UPSFF- would like 100% adult base funding for adult learners. New adequacy study recommending that adult schools receive 100% funding.

**Committee Reports:**

**Development – Joy Bentley Phillips/Jyoti Chowdhury**

* Introduction of the new Director of Communications and Digital Engagement, Jyoti Chowdhury
* Jyoti presented on our digital presence on Instagram, Facebook, LinkedIn, X and YouTube
* Overall engagement has increased by 150%, targeted engagement is at 110% and the demographic split is currently 63% W – 37% M
* Our communication strategy: enhance the visibility, credibility and community engagement, targeted audience is learners and potential learners, community partners, donors and sponsors, Press and Policymakers
* Core channels strategy (digital), currently in Phase 1 of rebranding.
  + Phase 1 Website, Instagram, Facebook
  + Phase 2 LinkedIn and X
* Goals, Objectives, and Capacity, expand social media presence and improve digital marketing, enhance student engagement, expand donor base, press exposure through thought leadership, and expand partnership base (in and out of community)
* Next Steps: Rebranding language integration, website capacity expansion, Utilization of existing data for better targeting, further segmentation of content silos through content creation and press relationship – exclusive visibility
* The AoH Board will be needed for their network, and templates will be created for board members. Continue to do what you have been doing to promote the rebranding.

**Finance –Tiffany Godbout/Dawud Abdar-Rahman/Luann Sinclair**

* RFP for Security System and Camera RF, 1 Marksman was selected as the provider for this service. Contract for three years is $78,000.00 - $100,000.00
* Motion the on the floor to approve Security System and Camera RFP
* 1St Patrina Clark
* 2nd Deborah Ringel
* Security System and Camera RFP approved unanimously.
* YTD FY24 Budget Executive Summary
  + - Certified enrollment – 834
    - Revised budget net income - $2.1m
    - End year with $5.1m in cash equates to 140 days and $2.7m net income
    - The net income forecast is higher than budgeted, due to higher enrollment, lower salaries, and benefits
* Five-Year Facilities Plan presentation
* As part of the 2018 Strategies plan AoH identified a need to create a 5-year Facilities plan to address program growth in terms of type of programming and number of learners served
* Reviewed high-level findings and with request for Board member to join an Ad Hoc Committee to support the Finance Committee and staff with analysis and recommendations related to long-term housing strategy
* Finding:
  + Increase enrollment and staff, need for storage, conference rooms, flex spaces, more workstations and functional spaces, separate space for testing and computer labs
  + Ward 5 28,300 current SF, recommended 39,900 SF, increase of 11,600 SF
  + Ward 8 25,300 current SF, 41,00 recommended SF, increase of 15,800 SF
  + Ward 5 in the next 1-3 years AoH needs to address an estimated $2m in capital improvements, Ward 8 needs to address an estimated $650K - $850K in capital improvements or the purchase of a building for Ward 8, for $6.5m

**Board Business – Madeline Ford**

Two members will be stepping down at the end of June, we will need to fill those seats. If any member has someone in mind, please make sure to nominate them for the seat.

**Program – Mark Lewis, Chair**

No report

**Governance – Tamara Wilds Lawson**

No report

*Public Session adjourned at 5:42pm*

*Executive Session commenced*