

City Academy Advisory Council Meeting

Date: Tuesday, October 12, 2021

Time: 6:00 pm

Attending: Steve Grizzell, Dennis Pederson, Saxon Clark, Abdi Fatah, Piper West, Taylor Holden, Sonia Woodbury, Debbie Eckert, Melinda Manion

Call to meeting: 6:10

Introductions

- Sonia: introducing the council
 - We need more parent members than staff members
 - We have set up to have grade level representation
- Topics to Cover
 - Listed on google meet sheet
 - This council is advisory to the director, principal, board, counselor, information systems person (protecting students)
 - Advising each month on particular issues to influence the creation of policies
 - Each individual serves as a representative of their constituencies
 - Policy decisions eventually find their way to the board
 - The chair sits with the board for various discussions/inputs
 - We want to promote the flow of information and idea creation, anything that seems important is what she would be talking about
- How we spend our school LAND trust money
 - Attached document shows the budget that was previously approved
 - We have used our state land trust money to support our advisory program
 - One of our main goals is to improve the graduation rate
 - We are trying to address the graduation rate, specifically through a good advising program
 - The money from the land trust grant helps us pay for things that we need for advisory
 - We will discuss various items one at a time each month throughout the year
 - Issues that are not listed can also be addressed
- Land trust continued
 - Watch the video that the state put together - a training for community councils, advising for the land trusts

- Specifically about our school: budget provides four teachers to serve as advisors, supports the money that we have to support a counselor (we also other funds for the counselor), helps establish e-portfolios, also helps replace chrome books if those require maintenance
- It's hard after COVID, but we are going to try and start chipping away at some of the previously mentioned issues
- In February everyone will help direct how the funds are spent
- School enrollment discussion
 - Sonia would really like input on this specific issue
 - Enrollment is lower than it has been since the first year that we opened
 - This may be attributed somewhat to coming out of the pandemic, some of that is because of changes in faculty
 - There is a staff of highly dedicated teachers
 - The school engagement survey - teacher feedback is available and obvious for students according to the results
 - We are having trouble communicating the advances that we are making at City Academy - how do we promote the knowledge of the things that we do well?
 - There is a lot of different promotions going on from the school perspective - we have a student committee working on the social media for City Academy
 - How can we help get word of enrollment out past word of mouth advertising?
- Advice from the committee
 - A referral to City Academy gives you some kind of recognition in the form of a prize - benefit for both the person who enrolled and the person who recommend
 - You want your kid's friends to come to the school - from a parent point of view
 - Students may not have a choice about the school that they will attend
 - A multimedia presentation - students deciding where they want to go next - something that will add fun and excitement around the enrollment
 - Newspapers are wanting to send people out to schools to showcase the things that are going on in schools, they may want to come and see what is going on
 - Big blue coming to the school, advertising in the newspaper, giving parents reviews about how the school has impacted the students
 - Emails were sent out requesting reviews from parents
 - More informative emails to the parents - changes to the faculty, more informative emails with different pieces of information as it is happening
 - City Academy Merch
 - Clothing - is it helpful to have people wearing advertisements
 - A student poll addressing clothing with the school's logo
 - Will students actually wear the clothing?
 - Do the new students know about the things that they have the option to buy?

- Work with the art committee to have different designs coming out for the apparel
 - There was not interest in the apparel at registration
 - Could be a potential moral booster if people would buy into it
 - Potentially on Thursdays students can advertise their school spirit while also advertising their committees
 - Creating an identity for the committees with individual pieces of art
 - Does the creation of t-shirts actually answer the question that we are trying to go for?
- The website
 - How often does that get updated?
 - New faculty - updated faculty profiles
 - Is there a space for us to have a highlight section on the website
- City academy pride
 - Community spaces and apparel to build pride
 - Building a better website may build a better traffic flow
 - The creation of a City Academy tiktok
 - Students wearing their City Academy apparel outside in the community
 - The committee to create social media posts for the school
 - Tiktok can absolutely be brought up in the committee meeting
 - There may be issues with tiktok, we will discuss that further from a legal standpoint
- Student could possibly help us work on committee t shirts
- Potential posts from students - with their writing - committee specific posts
- The weekly email - creating a flashy email - one with firm categories
- Having some literature in a weekly email - an editorial for students
- Using input from all of the different committees in the Monday mail
 - What do the committees do?
 - What is coming up for those committees?
- Thank you for coming!