



## **BOARD MEETING NOTES**

Wednesday, December 11, 2019 (Conference Call)

**Apologies for absence:** Mr. Paul Stephens, Mr. Gerald Fanion

### **1. Opening Remarks and Introductions** (Bishop Ed Stephens Jr.)

#### **1.1 Welcome**

Bishop called the meeting to order and thanked all the Board Members for giving up their time in this busy season. He shared a quote from Gandhi (*"In a gentle way, you shake the world"*) and expressed appreciation for the way in which each Board Member is shaking the world in a major way by their support and involvement with STAR Academy.

Bishop also confirmed that we'll continue to have face-to-face meetings, but to keep us in compliance, we wanted to fulfill this final Board Meeting of the year with a conference call since there's nothing pressing.

#### **1.2 Acquisition Update** (Bishop Ed Stephens Jr. + Mr. David Middleton)

Bishop shared that we're still doing due diligence, working with two banks to make sure we get the best deal on the acquisition regarding interest rates, etc. There's nothing concrete to report yet.

### **2. Academic Report** (Mr. James Johnson)

#### **2.1 TN Ready Projections**

Mr. Johnson explained that each year, a school is projected to make 6-8% achievement growth in each subject area and this includes the number of students we have to have in each grade level in order to reach this goal. The number of students in that goal is dependent on our student enrichment plan.

Mr. Johnson publicly thanked Dr. Stephens for his commitment to the goal and to STAR's scholars.

#### **2.2 Interim Assessment Schedule**

Students are currently taking the second of four interim assessments and Mr. Johnson will be able to do a presentation on this assessment after the winter break. The results will allow the leadership to see who the students of priority are, if they're still growing, and if they still need to be part of the program that allows them to receive a daily pull-out time to address specific areas. It also allows the team to adjust the specifics of their development plan accordingly.

### **2.3 Staff Holiday Outing** (12/18/19, 6-8.30pm, Main Event)

Mr. Johnson invited any and all Board Members to join the STAR Academy staff for their Christmas outing: Wed, Dec 18<sup>th</sup>, from 6-8.30pm at Main Event.

## **3. Operations Report** (Dr. Ed Stephens III)

### **3.1 Personnel Update**

Dr. Stephens provided confidential personnel updates and expressed his support in Mr. Johnson's proposed solution.

Dr. Stephens highlighted that no organization is free of personnel challenges. In situations where there are disciplinary measures taken, those decisions can be brought to the Executive Leadership Team for appeal, and then to the Board, if necessary. Dr. Stephens confirmed that this course of action isn't anticipated in this situation but wanted to put it on the radar.

### **3.2 Marketing/Advertising**

Dr. Stephens reminded the Board that we're endeavoring to make our brand a known name across our city. He's working to make sure our social and digital strategy complements our aggressive enrollment goal of growing from 313 students to 350 students by the fall of 2020 (a 13% increase).

STAR has contracted Higher Visibility for SEO purposes, working on areas such as Google Analytics, Google Ad Words, etc. We want STAR Academy to be at the top of search engine results when people search online for anything relating to elementary schools in the Memphis area.

Dr. Stephens said that he's also reviewing a contract with Lab Digital Creative. They work with a lot of businesses Downtown in the area of public relations, utilizing resources such as videos, the Daily Memphian, the Commercial Appeal, etc.

### **3.3 Board Engagement**

Dr. Stephens encouraged the Board by saying that this is the most active and engaged Board in the history of STAR Academy and expressed gratitude for the way in which everyone frequently reaches out and aggressively shares their resources.

### **3.4 Needs Assessment**

Dr. Stephens asked Sue Strydom to share a Needs Assessment document with the Board. This is an ongoing document that's updated regularly by the Executive Leadership Team. It shows STAR's needs, which of those needs is already funded, and which of those needs is still needing resources, and it should serve as a useful reference tool when Board Members engage with those interested in becoming friends and supporters of STAR academy.

## **4. Closing Remarks** (Bishop Ed Stephens Jr)

Dr. Stephens encouraged any Board Member who is yet to submit their annual Board contribution to do so before the end of the year. This can be done either by mailing a check or by going online to [STAR's website](#).

Bishop asked if anyone had any questions, comments or concerns. Dr. Joe Carson responded by thanking the STAR Academy Leadership for everything they do. He expressed a firm belief in what STAR is doing, adding that it's one of the most important things we can be involved in as a society and as believers.

The meeting was adjourned.

**Next Meeting:** Wednesday, January 29<sup>th</sup> 2020, 7am