

**THE GENESEE COMMUNITY CHARTER SCHOOL  
BOARD OF TRUSTEES MEETING MINUTES  
WEDNESDAY, JANUARY 11, 2012**

**BOT Members Present:** Lyle Beach, Dan Bell, Kathleen DaBoll-Lavoie, Keri Gonzalez, Janet Finch-Levy, Marcia Joy, Anne Neilans, Lisa O'Malley, Harry Pierre-Philippe, Mark Schiesser, Bridget Shumway, Jennifer Sutherland, Lisa Wing, George Yeadon

**BOT Members Absent:** Kimberley Schafer, Tracy Walker

**Invited Guests:** Robin Blew, George DesMarteau, Maureen Milke

The meeting was called to order at 5:30 p.m. by Bridget Shumway

**Review of December 14, 2011 Minutes**

**Motion 120111.1** Upon motion of Bridget Shumway, and duly seconded by Kate DaBoll-Lavoie, the following was submitted for adoption: RESOLVED, that the minutes of December 14, 2011 meeting be approved.

**Voting in the Affirmative:** Lyle Beach, Dan Bell, Kathleen DaBoll-Lavoie, Keri Gonzalez, Janet Finch-Levy, Marcia Joy, Anne Neilans, Lisa O'Malley, Harry Pierre-Philippe, Mark Schiesser, Bridget Shumway, Jennifer Sutherland, Lisa Wing, George Yeadon

**Voting in the Negative:** None

**Absent:** Kimberley Schafer, Tracy Walker

**Motion 120111.1 passed 14 to 0**

**Financial Report**

- ⤴ The "Budget Review" as of November 30, 2011 was reviewed. There was discussion about the significant increase of the employer portion of NYSTRS (11.11%), and NYSERS (15.7%) for 2011-2012. The BOT should expect to see an increase in employee benefit expenses.
- ⤴ The 'Balance Sheet' as of November 30, 2011 was reviewed. No concerns were noted.

**School Leader Report**

- ⤴ GCCS held the second annual "Seniors Luncheon" for graduating high school seniors that had completed 6<sup>th</sup> grade at GCCS. There was a special Community Circle held for them with a slide show of their younger years. The seniors also played drums, and were able to revisit songs that they had learned as students. One of the most delightful moments was when the seniors broke out into random singing on their own. Lisa reported that 14 out of the 19 students in the class attended the event. Of the students that were present: 3 had moved out of the area, 2 were unaccounted for, 1 student was taking a GAP year, with plans of joining the Peace Corp, 1 student that had difficulty in elementary school was striving to finish high school, and the rest had college plans. Also noted was that 6 GCCS students were in the top 25 percent of their class at SOTA!
- ⤴ The BOT welcomed Carrie Haymond back. Medea Bonny will stay on for a few more weeks to assist Carrie as she eases back into her daily routine.
- ⤴ Congratulations to the Schafer Family on the birth of their son. All are happy and healthy. The BOT is looking forward to Kim's return.

- ⤴ GCCS has experienced major problems with the web-site. It was down for several days, and trying to sort out who is responsible for supporting it has been difficult. GCCS has a contact with ATEN as the developer, but it is unclear who the “host” is. A company called Media Temple finally resolved the issue. Unfortunately, the site was not backed up after July, 2011. Amy Mednick has re-entered all of the information to get the site current. George Yeadon and Mark Schiesser have agreed to review the ATEN contract to determine who is responsible for hosting the site.

### **Discussion about Democrat and Chronicle Article**

In light of the recent articles in the Democrat and Chronicle, the BOT felt it prudent to review its Charter and to make sure GCCS is adhering to all of the policies and procedures therein. In order to share information and answer questions in an orderly and timely fashion, the BOT has identified 5 areas to address specifically:

- 1) Charter
- 2) Outreach
- 3) Public Relations
- 4) Retention
- 5) Staffing

### **Charter**

Lisa Wing began by re-establishing with everyone the Mission Statement of the Genesee Community Charter School, and the student population it is designed to serve.

The earliest version of the charter provided research that demonstrated students at risk of failure benefit from a heterogeneous classroom setting, with higher performing students serving as same-age models. The founders of the school believed that a high concentration of poverty in one school was detrimental to the students, and wanted to create more of a “Metropolitan” setting. The vision was to provide a rich educational experience for all students that values intellectual rigor, respect for diversity, and community responsibility. GCCS has accomplished what it has set out to do while adhering to the provisions in the Charter.

### **Outreach**

Currently, GCCS advertises for each lottery through radio, public service announcements, placing ads in publications, posting information on the web-site and voice mail, and mass mailings to daycare centers, social service agencies, doctors’ offices and libraries. There are four public Parent Information Sessions scheduled at convenient times to accommodate the busy schedules of potential new families. GCCS joined the Rochester City School District Expo, where many schools were able to provide information to families about enrollment in their individual school. Eight teachers and twenty students from GCCS attended the event, and it proved to be a great success. There was discussion of GCCS furthering its outreach by having volunteers go door-to-door with information. Due to liability and supervisory issues, the possibility of an inconsistent message, and the difficulty of how to pick which neighborhoods to go to, the BOT decided this was not an option at this time.

### **Public Relations**

There was brief discussion of hiring a Public Relations person, or assigning a spokesperson to address any misconceptions about GCCS by parents and/or community members. It was agreed there are existing mechanisms in place for the GCCS BOT to serve in this capacity, as well as the New York Charter School Association for larger/legislative issues.

### **Retention**

GCCS typically does not struggle with retention. Lisa Wing provided a table of retention rates for the past 5 years. The biggest reason families decide to leave GCCS is relocation to another suburb or state. A suggestion was made to create an exit Parent Survey as another tool to use to document withdrawal information.

\*Please note: another form of outreach to families is the Parent Survey, which goes out every May.

### **Staffing**

Due to time constraints, this issue was tabled for the February, 2012 meeting.

To address further parent concerns, a Q & A document will be sent to all families and a FAQ page will be added to the school's web site at some point.

### **Facebook Page**

A Facebook page has been created by a parent in the school. The name of this page is "GCCS Families - Genesee Community Charter School" and includes the school logo making the page appear to be an "official" page of the school – which it is not. The Board discussed the pros and cons of the existing FaceBook page. Since this page is open to anyone on FaceBook, concern was expressed by several board members.

- ⤴ The name and logo imply that the page is "sanctioned" or endorsed by the school (which it is not)
- ⤴ The page does not clearly state that it is not sanctioned or endorsed by the school
- ⤴ This is not a "moderated" page

The concern was raised that this page could potentially contain incorrect information which might mislead the reader into believing that it represents the policy or position of the school. The Family Association officers and School Leader will work with the page owner to provide a clear disclaimer that this page is not an official page of GCCS or the FA.

### **Family Association Auction**

Congratulations to the GCCs Family Association on raising \$9000 for the school! Thank you to all who participated.

### **Action Items**

- 1) Lisa Wing to work with Bridget Shumway on the Q & A form to be sent to parents as well as a FAQ page that will be added to the school web site.
- 2) Bridget Shumway to send Maureen Milke a list of Universal PreK Director names so that information can be sent to them about enrollment at GCCS

**Adjournment**

**Motion 120111.2** Upon motion of Bridget Shumway, and duly seconded by Lisa Wing, the following was submitted for adoption: RESOLVED, that this meeting be adjourned.

**Voting in the Affirmative:** Lyle Beach, Dan Bell, Kathleen DaBoll-Lavoie, Keri Gonzalez, Janet Finch-Levy, Marcia Joy, Anne Neilans, Lisa O'Malley, Harry Pierre-Philippe, Mark Schiesser, Bridget Shumway, Jennifer Sutherland, Lisa Wing, George Yeadon

**Voting in the Negative:** None

**Absent:** Kimberley Schafer, Tracy Walker

**Motion 120111.2 passed 14 to 0**

Respectfully Submitted,  
Maureen Milke  
1/13/2012