

**Oregon Virtual Academy
Board Meeting Minutes**

Date: 7-21-20
Note Taker: Megan Caldwell

Participants:

Voting Board Member: Barry Jahn, Myk Herndon, Bryan Hatzenbihler, Franklin Roberts, Tim Geoghegan, Megan Trow, Mary Jean Sandall, Paul Tannahill
ORVA Academic Team Members: Nicholaus Sutherland, Jamie Stiles, Ashley Smithey, Melissa Hausmann, Stephanie Martin, Jenifer DeWolfe

K12 Regional Team: Julia Kozlov, Sheila Shiebler, Craig Chun-Hoon, James Dale, Meg Blaylock, Scott Holland, John Kramer

Meeting Recording

Call to Order @ 6:30 PM

Agenda Item: Approval of Agenda	
Discussion: Mr. Sutherland shares that there is an added action item for the Healthy and Safe Schools Plan. The final approved version has been received from ODE and the board will need to acknowledge. Mr. Jahn shares that the amended agenda will be approved.	

Agenda Item: K12 Value Add presentations	
Discussion: Mr. James Dale address the board regarding Enrollment Management, Student Recruitment, School Community Network/Outreach, School Website. Enrollment Management Process: Parent Inquiry, School Presentation and Follow Up, Parent Portal & Application Submission, Academic History & Application Questions, Admissions Call & Enrollment Document Submission, Strong Start & Post-Approval Support, Re-Registration. Due to the pandemic the interest in enrollment has increased. Last year we had 723 inbound calls of interest for ORVA for the entire year, for this year we have received 521 so far. There were 1228 admission conferences last year, and so far this year we have done 777. We processed 5.2K documents last year and 5.6K so far this year. We use offline advertising as a strategy for student recruitment. You will see TV local and national network ads. We also use online advertising through K12 brand display via social media news feed ads, video content via You Tube. We will also send parents to the website with a media landing page. Enrollment forecasting consists of market trends, competition impact, and partner program expectations. School messaging consists of enrollment center knowledge base, email and web content. Local marketing consists of input/feedback on local marketing to supplement with national and local plans. Student recruitment methods: Geotargeting – delivers content and advertisements to parents based on their geographic location. Test top and bottom performing zip codes based on enrollment, combined with SEM ad copy tests. Look-alike Modeling- find groups of people who look and act like the most likely to enroll parents. Use digital vendors and agencies to identify what our ideal target	

audience would look like based off our current 1st party data.

Prospect retargeting – show banner ads to parents who previously visited a website or landing page, while they visit other sites. Tag previous web visitors, banner, social, video click-throughs, and prospect email recipients to receive future ads.

Connected TV- Deliver TV ads and track web visits and generated leads from households. Use engagement and conversion data to optimize TV placements and better target audiences.

School Community network: outreach and participation

Summer Camps for students – nationally delivered and locally accessed online camps in topics such as Legos, MythBusters, Cooking, and Chemistry. 3,853 total registrations from ORVA families since June.

Learning coach training – National delivered and locally accessed online support, training, and community sessions on topics such as coach to coach, online school orientation, and setting up a learning space. 1,479 total registrations from ORVA families since June.

Welcome Calls/Emails- Presented to new families leading up to the start of the school year on topics such as invite to LC FB, promotion of summer camps, and LC training sessions. 225 Welcome Calls conducted to new ORVA families since June. Emails received by all new enrolling families.

Self-service support – information available to families to self-service, including through the K12 mobile app, Role of the Learning Coach web connect and help videos, and LC FB groups. Available and encouraged for all new and current families.

School Website: Methods – Dedicated publishing teams who handles all content publish requests, as well as managing training of school level collaborator. Additional focus on improving SEO and lead generation through school sites. ORVA.k12.com domain authority has contributed to significant increases in traffic, leads, and enrollment. Recently internal testing and prospect research/user testing driving new site roll-out. Designs in development with first wave of schools launching prior to school start.

Mr. Scott Holland shares with the board regarding K12 products and services materials and student computers and supply chain.

K12 procure, fulfill, and reclaim materials for 200,000 students at 250 schools across all the business lines. This includes 2000+ items, including textbooks, trade books, workbooks, art and science supplies. Teams sourced from ~80 suppliers across 10 countries.

Manage fleet of 100,000 K12 provided computers for students across 78 schools. Select, test, procure, and image all student hardware. Execute highly seasonal shipping of equipment, 99% shipped within 48hrs of order. Reclaim, data wipe, reimage and refurbish all k12 issued computers, 70,000 computers in last 12 months. Fulfillment and distribution – four warehouses total for materials and computers ~300,000 sq ft combined. Total of 18M units handled inbound and outbound at the combined facilities.

4 warehouses: Course materials in KY, new student computers in IL and NV.

Reclaimed computers – KY

Materials and student computer supply chain value propositions:

1 – Order management System (OMS): used to manage both materials and student computer orders, inventory and fulfillment. Integrated with TotalView SIS, UPS warehouse Systems, CDW warehouse systems. Drives ordering, tracking, and fulfillment for laptops, printers, school materials and digital courses. ORVA did ~3700 total materials+laptop orders processed LY.

2- procurement, warehousing, fulfillment: sourcing, procurement, fulfillment and reclamation of school materials and student laptops. Annual equipment RFP's conducted with leading laptop manufacturers and VARs to ensure best experience and value. 1,282 K12 computers in service with ORVA students at the beginning of 19-20. 2,686 additional computers shipped to new students during 19-20.

3- returns of computer equipment and school materials: Handle computer return

process and work with families if computers are not or cannot be returned. K12 requested 1,387 ORVA laptops to be returned for school year 19-20. 855 were returned during this period. 62% return rate, on track with other schools. This is the typical return rate we see.

Laptop Lifecycle Support value propositions:

Laptop configuration services- CIPA compliant software images updated quarterly.

Semi-annual student device technology road map prepared.

Free Laptop replacements- when technical issued cannot be resolved quickly by support – K12 rush ships laptops, printers, and any other peripherals to students so education can always continue. 564 laptops replaced for ORVA students during SY 19-20. 53 printers replaced for ORVA students during SY 19-20.

Technology services: 24/7 customer care support for courses, materials, school/enrollment, system, and hardware questions. Phone, email, chat and blackboard office hours during back to school. Outbound calls to family at time of computer delivery to assist with any set up questions. 4,346 calls/cases from ORVA students for the 19-20 SY covering everything from hardware, to materials, to course support to questions related to school records.

Ms. Meg Blaylock shares with the board regarding Human Resources Support.

Support leaders to ensure all aspects of the employee lifecycle are achieved.

Talent acquisition – requisition and offer approval process, job posting, sourcing, sourcing, initial screening. Increased efforts on diversity recruitment. Tools usage includes applicant tracking system, digital hiring and job posting costs.

People Administration and Management – manage, coach, and counsel on employee relations. Talent reviews, succession planning and organizational structure.

Collaborate with Insperity on employee topics that involve both K12 and Insperity employed parties. Review k12 and ORVA policies to ensure consistent guidelines for all employees. Review and maintain salary schedule. Job leveling tools, use of salary survey data to make compensation recommendations.

Ms. Julia Kozlov gives an overview of finance and accounting.

In collaboration with the ORVA board we prepare annual budgets, revisions, monthly forecasts, and variance analyses. Monitor and forecast key business drivers including enrollments, staffing, and teacher ratios. Manage cash flow and working capital.

Maximize funding formula and capture; optimize restricted/grant fund utilization. Assess forward looking risks and opportunities.

Provide internal reporting and decision support for school leadership and the ORVA Board. Prepare and manage external reporting to the NBSD, ODE, and federal agencies as applicable. Prepare business analysis and custom reports, as necessary.

Recommend and support compliance with internal controls/fiscal policies and procedures. Support compliance with Oregon DoE regulations, K12 educational products and services agreement, school insurance, internal controls, and other requirements.

Subject matter experts in fund accounting and charter school accounting. Maintain financial records in accordance with GAAP, State DoE and Federal Funding requirements. Reconcile Bank, balance sheet, income statement, and board reserve accounts. Support the safeguarding of assets and management of inventories.

Support annual financial audits and IRS 990 and state filing process.

Reconcile invoices to services received and process invoices, including account coding and vendor payments. Review vendor payment checks and obtain appropriate HOS/Board approvals. Prepare vendor checks – process and pay over 1,200 invoices (~200 vendors) and 300 expense reports (~100 staff) annually.

NetSuite is a cloud based financial management system leader in providing a single, streamlined platform that integrates and manages multiple transactions. Expense reports have switched from paper to automated. More efficient state chart of accounts reporting.

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Agenda Item: Enrollment Update SY 20-21	
Discussion: Mr. Sutherland gives an update on enrollment for 20-21. In the past, non-responsive students were withdrawn at the end of June. This year we have kept them in place through the end of July to try and get ahold of them to see what their plans are. We have a large number of families indicating that they are returning. 2185 active and approved families not including non-responsive families. Should be approx. 2700-2800 by school launch and possibly to 3000 by October. Stephanie is working with enrollment staff to communicate that families may be approved with us, but their local district may deny based on their 3% cap. We have a virtual school parent coalition that we report denials to. If there is going to be a change it will start there.	

Agenda Item: Aligning Credit Count Procedure with ODE Practice	
Discussion: Mr. Sutherland shares that ORVA was double counting credits. We have communicated that in line with ODE and NBSD we will be doing single count of credits. This does not change how many courses students need to graduate it just changes the way we count the credits.	

Agenda Item: Virtual School Project	
Discussion: Mr. Sutherland shares that we have been working on a 2-page document that gives an overview of the most recent changes. See page 5 of the ED Board Packet for more details.	

Agenda Item: Budget Report Update	
Discussion: Mr. Sutherland shares that the budget was approved to extend to sept 1 st . we are currently waiting to hear what the final word from the legislature if we will have an increase of flat rate per student. Craig confirmed that we can handle an increase and anything though about a 4% decrease.	

Agenda Item: Financial Report	
Discussion: Mr. Chun-Hoon gives a brief overview of the financial packet. See the full report here .	

Agenda Item: Report Update – School Calendars	
Discussion: Mr. Sutherland shares that Myk and Barry got together to work on this and will be a resource document that will allow us to get ahead of things. Will talk more about this during the next work session.	

Agenda Item: Report Update- Board Chat Protocol Committee	
Discussion: Mr. Jahn shares that Mr. Tannahill will head this committee. Mr. Tannahill shares that they are in an info gathering point right now. Reaching out to their own personal circles of colleagues who also use zoom. We have already shifted thinking even at an early stage. We will put it together some perspectives and recommendations in order to put together a solid policy on chat during board meetings.	

Agenda Item: Consent Agenda	
Action: Mr. Geoghegan moved to approve the consent agenda. Mr. Tannahill seconded the motion. All were in favor with none opposed. The motion carried.	

Agenda Item: Presentation of Audit Engagement Letter	
Discussion: Mr. Sutherland shares that the audit letter is in the ED board packet . Craig has reviewed against the prior year and it is identical.	
Action: Mr. Herndon moves to approve the Audit Engagement Letter. Mr. Roberts seconded the motion. All were in favor with none opposed. The motion Carried.	

Agenda Item: Employee Handbook Updates	
Discussion: Mr. Sutherland shares an overview of the Employee Handbook updates. We have reached out to Insperity to make recommendations and sent to board council for review. See recommendations and comments in the ED Board Packet . Recommends an approval as presented.	
Action: Mr. Herndon moved to approve the presented Employee Handbook and Policy Updates. Ms. Sandall seconded the motion. All were in favor with none opposed.	

Agenda Item: FERPA Policy Updates	
Discussion: Mr. Sutherland shares that there is a statement in our FERPA policy that prohibits emailing of SPED documents that inhibits communication flow with families. IDEA regulations do not prohibit emailing documents – also checked with board council and he agreed if we are following security procedures in the handbook. Recommending that we redact the sentence in the FERPA Policy that states we cannot email documents	
Action: Mr. moved to redact the restriction of emailing documents per the Executive Directors guidance. Ms. Trow seconded the motion. All were in favor with none opposed. The motion passed.	

Agenda Item: Healthy and Safe School Plan	
Discussion: Mr. Sutherland gives an overview of the process of the document. See the full plan in the ED Board Packet .	

Action:

Mr. Roberts moved approve the Healthy and Safe Schools Plan as put forth by ODE.
Mr. Geoghegan seconded the motion. All were in favor with none opposed. The motion Passes.

Meeting Adjourned at 9:01 PM