

**Back to Basics Charter School Foundation
Board of Directors Meeting
Wednesday, May 10, 2017
6PM
Room 208**

DRAFT

In attendance: Ms. Lynne Volpe, Dr. Lew Kirk, Mrs. Carol Hines-Cobb, Mrs. Tiffany Sperry, Mr. Todd Amaden, Mr. Greg Mesaros, Ms. Tahvia Shaw, Mrs. Karan Orbegoso and Ms. Stephanie Hill-Kennedy

Absent: Ms. Alba Mas, Mr. Gil Schisler, Mrs. Ruby Anderson

- **Call to Order** – Ms. Lynne Volpe, Board Vice President called the meeting to order at 6:03PM.
- **Approval of the Board Minutes** – Ms. Lynne Volpe asked for a motion to approve the minutes from the April meeting as written. Dr. Kirk motioned; the motion was seconded by Mrs. Hines-Cobb. There was no discussion, and the minutes were approved unanimously by the board.
- **Treasurer’s Report** – Ms. Shaw read Mr. Schisler report in his absence. Everyone should have received the financials, if there are any questions please direct them to Ms. Shaw who will provide an answer from Mr. Schisler.
- **Principal’s Report** – Ms. Shaw (see Attachment #1)
- **Faculty Report** – Ms. Hill-Kennedy (see Attachment #2)
- **PRA Report** – Ms. Orbegoso (see Attachment #3)
- **Committee Reports**
 - Finance and Development did not meet. Ms. Shaw read Mr. Schisler’s report in his absence. (see Attachment #4)
 - Governance – Dr. Kirk stated that they have received an additional cover letter and resume for the vacant board position. The Nominating committee will be interviewing this applicant after tonight’s meeting. If any other board member is interested in sitting in on the interview they are welcome to do so.
 - Academic and Standards – Ms. Volpe discuss her meeting with Ms. Shaw regarding identifying the need to provide additional interventions, school culture and faculty judgment. She is pleased that Ms. Shaw will be conducting meetings with each teacher to discuss the highlights, challenges, needs and level of support during the 2016-2017 school year.
- **New Business**

Ms. Shaw discuss the revised policies for the 2017-2018 Student and Parent Handbook (See Attachment #5)
- **Old Business**

Mr. Mesaros presented the rebranding/marketing project with USF (See Attachment #6)

- **Public Comment**
- There was no public comment
- **Adjournment** – Ms. Volpe requested a motion to adjourn the meeting. Mr. Amaden motioned; the motion was seconded by Mrs. Sperry. The board voted unanimously to adjourn the meeting at 6:48PM.

Minutes taken by Ms. Tahvia Shaw

Minutes respectfully submitted by Ms. Tahvia Shaw, Principal

Principal's Report

5.10.17

1. The school year is winding down with only two and a half weeks left. This week we are finishing Algebra EOC. Next week we will finally conclude state testing with Civics EOC.
2. Teacher contracts will be issued this week and next week. All open positions have been filled.
3. On Thursday our drama students will be presenting their drama showcase on tomorrow evening at 7pm here at TCMS and after the students perform our TCMS staff will be presenting the play Dinner at 8 Dead by 9. Our music students will have their spring concert on May 17th at 7pm at King High School.
4. Next week we will wrap up celebrating our students with an 8th grade celebration at Busch Gardens and the 8th grade formal and we will recognize our students at the end of the school year awards. Lastly we will have our 8th grade graduation at Busch gardens.
5. Semester exams begin on May 22nd and the last day of school will be on May 25th.
6. I shared with you a legislative update. We are hoping that the Governor will sign the education bill and the budget. However there is a great chance that they will be vetoed.

Faculty Report to the Board

Terrace Community Middle School

May 10th, 2017

➤ Academics

- 6th Grade History with Nolan & Turner
 - In History, students finished up the fall of the Roman Empire and took a trip to the other side of the globe to study the Olmecs, Mayas, Aztecs, and Incas. Students found the huge 12ft tall Olmec heads that were purposely buried in the ground in the Mexican Peninsula to be extremely interesting. They talked at length about why a culture may do that and how archeologists and historians decipher artifacts and write history.
 - Currently students have come back to Europe to finish learning about the Middle Ages and to introduce the Renaissance. They will learn about Michelangelo and paint their own Sistine Chapel images under their desks (much like Michelangelo when he painted the Sistine Chapel ceiling on scaffolding).
- 6th Grade Language Arts with Heller & Hill-Kennedy
 - Students finished their mystery novel (*The Westing Game*) and are completing projects that provide the opportunity for choice and differentiation.
 - Next week students will be teaching the teachers! They will take over the classroom and teach a lesson/topic of their choice to the class. They will be responsible for creating a lesson plan, providing materials, and managing the classroom. Students seem to be looking forward to it!
- 6th, 7th, and 8th Grade STEM with Overdorff
 - Keanu Kanehiwa and Jonathan Cheung will be representing TCMS at the Regional Junior Solar Spring in Cocoa Beach this Saturday.
- 7th Grade Language Arts with Ms. Wilson
 - When Ms. Wilson returned from the Star Wars convention, she held a “panel” during lunch that was similar to those held at the convention to share details about events and share collectables. The students were able to ask questions, and they had a ton! There were about 60 students in attendance, and they requested to have another panel because they ran out of time.

➤ Athletics

- Track and baseball seasons have ended, completing another successful year of TCMS Athletics. The baseball team finished with a 5-1 record, and our track team won every league meet and placed 1st (boys) and 4th (girls) in the regional middle school qualifier at Lecanto High School.

- Overall our teams performed well this year with every team making the playoffs and a few winning championships.
- Final Results:
 - JV Girls Volleyball – Champions
 - Varsity Girls Volleyball – Champions
 - Boys Soccer – Champions
 - Cross Country Boys & Girls – Won every league meet
 - Boys and Girl JV Basketball – 2nd place
 - Boys and Girls Varsity Basketball – Semifinals
 - Girls Soccer – Semifinals
 - Boys Flag Football – Semifinals
 - Baseball (does not formally belong to a league) – Finished 5-1 with only loss against Trinity (Score: 9-8)
 - Boys and Girls Track – Won every league meet and placed 1st and 4th out of 15 teams in the regional qualifier

PRA Report

*Teacher Appreciation Luncheon

- Friday, May 12, location TCMS
- PRA sponsored event, set up/decorations Thursday night
- Catering by A Dash of Salt and Pepper
- Gift cards are still coming in from the Sign up Genius/parent donations
- Gift cards will be dispersed at the luncheon

*Volunteer Luncheon

- Tuesday, May 16, location The Stonewood Grill
- 19 RSVPs attending

*2017/18 PRA Committee leaders

- Sign up Genius went out and most positions were filled already

*TCMS 20th Anniversary Auction 2018

- A committee Sign up Genius will be sent out next week and again at the beginning of the new school year for this specific event.
- Venue and dates are being discussed, lead by Ms. Shaw

Back to Basics Charter School Foundation, Inc.
Terrace Community Middle School
Finance Committee

To: BTBCSF Board Members & Finance Committee
From: Gil Schisler, Treasurer
Date: 05/04/2017
RE: April 2017 YTD Operating Results

These results, as outlined in this report are based on unaudited financial data, and as such is to be used for informational purposes for management only and is not intended to convey Foundation financial data to the public.

Revenues:

YTD revenue total \$ 4,250.5k versus the plan of \$ 4,228.7k for an favorable variance of \$21.8k. FTE revenue up by \$53.3k, but the SIT funds are still a bit behind with the State, currently within \$12.4k of plan, variance of 1.1%. Fund raising leveled out as expected thru February. We will of course advise as any issues develop.

Expenses:

YTD total spending totals \$4,092.9k vs the plan or \$ 4,082.7k for a variance of \$ 10.5k unfavorable. Continued administration efforts to watching spending all the time.. F&D will advise Board if there are issues developing.

Net Asset Changes:

YTD Net asset changes are of \$157.5k versus the plan of \$145.9k. This is favorable variance to the plan of \$11.6k, this combination of revenues and expense changes already discussed.

Cash Balances:

Cash balances and working capital liquidity increased by a net of \$ 189.2k month over month to \$1,472.3k. Of the cash balances \$1,122.4k is encumbered by the bonds and associated mortgages. The balance of \$ 349.9k is available to meet current foundation needs.

The next Series A bond interest payment of \$ 136,069 occurs May 15, 2017. The next principle payment of \$135k will be due on May 15, 2017. These are all covered in the encumbered funds balances and are funded monthly with our "mortgage" payment. All Series B bonds have been retired.

All required tax obligations and bond covenant filings are current and up to date.

Respectfully submitted,

Gil Schisler

Changes and Updates to Student/ Parent Handbook

2017-2018 School Year

900.07.1 Means of Communication

Added:

- Edsby

900.10 School Climate Quality Survey

Changed from 3rd ¼ to first and second semester and deleted “at April Board meeting”

TCMS will, at the **end of the 1st and 2nd semester**, request that all parents fill out a “School Climate Quality Survey.” Results will be published and presented by the Principal to the **Board of Directors**.

910.01 Discipline

Deleted because it was already stated:

- misrepresentation of facts resulting in public slander toward a TCMS student, teacher, employee, agent or the school either written, spoken, or electronically;

Added:

Consequences of a Level One Offense shall include, but may not be limited to the following:

- a) removal from Zone eligibility

5. LEVEL ONE —MAJOR OFFENSES:

Added:

- forgery

6. LEVEL TWO—MAJOR OFFENSES:

Major offenses are serious acts of misconduct. Major offenses include, but are not limited to the following

Added:

- cheating
- plagiarism

Added:

Consequences of a Level Two Offense shall include, but may not be limited to the following:

- a) removal from Zone eligibility

Added:

Consequences for Level Three Offenses include, but shall not be limited to the following:

- a) removal from Zone eligibility

910.03 School Uniform

Added: **grey** to approved TCMS logo shirt

Added: Shorts, skirts or skirts that are too short or **too tight**.

Added: **BOTTOMS** Must have **TCMS logo**, wear belt with bottoms that have belt loops

TOOK OUT: TCMS LOGO SPIRIT SHIRT (**available for purchase through TCMS**)

Added: OUTERWEAR/COLD WEATHER WEAR: sweaters

910.03.1 Non-uniform dress

Reworded:

Jeans must be blue or black. White, pastel or royal blue, etc. **printed jeans** are not acceptable

Removed:

No sweatpants

910.04 Identification Badges

Added:

Students must produce their ID badges for any and all media services, **distributed items (books, yearbooks)** and when picking up school lunches.

920.03 Cell Phones and Usage

Took out "notified" and added instructed/approved

Usage of that cell phone is strictly prohibited during the school day, unless **instructed/approved** by TCMS personnel

Added:

Any student found with a cell phone visible and/or in use without the **approval of TCMS personnel** will have the cell phone confiscated and only a parent may claim the cell phone.

Deleted:

Employees are strictly prohibited from allowing student usage of their classroom or cell phone without authorization from the Principal or designee.

Added:

During school dances, students are not allowed to use social media (Snapchat, Facebook, etc.) inside the gym, only in the hallways and café.

Added:

Any cell phone usage inside the school facility or during the school day must be approved by TCMS **personnel only. Phones may not be used to play games, take pictures or use social media.**

940.03 Clinic, Health Issues, Medication

Added:

Students with a temperature of 100.0 F or greater may not attend school under any circumstance and must be fever free for 24 hours.

940.05 Background Screening of Volunteers

Added:

Prior to the beginning of each school year, all parents or community members who wish to participate in school-related functions will be **required to complete a Hillsborough County School District application**

which will perform a background check for volunteers, daytime chaperones, overnight chaperones, tutors and mentors.

Deleted:

If the parent has a different last name than the student child, there is a space available at the top of the form to provide your child's name and grade level. **THE FORMS ARE FILED BY THE STUDENT'S LAST NAME, NOT THE PARENT'S NAME.** A member of the community who is not related to a student (i.e., guest speaker) does not need to provide the name of a student but should write the name of the event for which he/she is volunteering in that space (i.e., TCMS Teach-In, field trips, symposium, etc.).

Added:

The administrative team member will **monitor the Volunteer Services Registration Database** and an Excel spreadsheet is maintained on the school's intranet with the names of those who have been approved.

Changed from SERVE to:

All parents who chaperone on overnight trips must be fingerprinted and cleared through **HCS D**.

Deleted: N/A

It is required by the SERVE office that, when completing their application, the parent or community member's social security number and date of birth must be provided on the form. These are vital pieces of information for processing the background check. The form will be returned to the parent or community member for completion if that information is not provided.

Deleted:

A new form must be on file for each school year the child is enrolled in TCMS.

950.02 To Report an Absence

Old:

(b) If the parent or guardian does not call TCMS, the School District of Hillsborough County's automated attendance program will, beginning at 11AM, phone the parent to verify the student's absence. The parent must call TCMS to report the child's absence. If not reported, the absence shall be considered unexcused

New/Changed:

(b) **Regardless of whether you called into the school, the district will still call you.**

Changed from six to ten days:

d) A student who is absent **ten** or more days in a nine-week grading period may be required to present medical evidence or have the parent visit the school to verify absences.

950.05 Tardiness to School

Deleted:

More than four sign-ins per nine-week period may require medical or other documentation.

950.08 Sign-Out Procedures

Changed:

Students who become ill during the day must contact their parent/guardian in order

To:

If a student becomes ill during the day, TCMS personnel will contact their parent/guardian

960.01 Registration and Immunization

Added:

the school accepts students from all of Hillsborough and other outlying counties once the in county lottery list has been exhausted.

Section 970 Food Services

Changed:

Emergency lunches can be paid at any time in the care or during lunch order billing.

To:

Emergency lunch fees must be paid within five business working days by check or by PayPal.

NEW: 990.20.02 ACCEL Options

In accordance with F.S. 1002.3105, Terrace Community Middle School will provide ***Academically Challenging Curriculum to Enhance Learning (ACCEL)*** options. TCMS will offer options for whole-grade, mid-year or subject-matter acceleration when requested by a parent or guardian in writing. In order for a students to be eligible for any ACCEL option they must meet all of the rigorous requirements. These requirements include:

- level 5 achievement on all State assessments
- a letter grade of "A" in all courses where acceleration is being requested
- a grade point average of 3.5 or higher
- score of 95% or better on the course placement assessments
- letter of recommendation from the course teacher or school principal

990.20.01 Placement and Course Offerings

Added:

STEM, Drama/STEM

Deleted:

Guitar

Added:

Math to assessments

990.20.02 New Policy Shaw

990.20.05 Heading Identification

Deleted:

Grade Level Course/Subject and Teacher

990.20.07 Student Assistance

Added:

MTSS to all PS/RTI

Changed

990.20.13 Honor Roll

To:

990.20.13 Zone

Deleted:

Regular Honor Roll: students must earn B's or higher for all academic and electives classes.

Registration for USF Marketing Internship Program (Board Summary)

Date: April 10, 2017

USF Instructor: Victoria Panzer

Posting Title: TCMS Marketing Research & Planning Project

Desired Skills: Marketing, Market Research, Marketing Planning, Promotions, Digital

Majors: Marketing, Marketing Research, Digital Marketing, Branding

Internship Projects

Project 1: Market Research: Perception of TCMS Among Different Segments

Conduct primary research among the following: community at large, parents of past students, parents of current students, past students (alumni), and local businesses - structure questionnaire.

Administer questionnaire - score results, identify challenges, present findings.

Determine favorable vs. unfavorable perceptions, areas of strengths/areas of improvement, receptivity to support future TCMS initiatives to address improvement areas, fundraising activities, etc.

Project 2: Market Research: Grant Opportunities

Conduct web-based research on grant opportunities that could be a source of funding for existing programs and upcoming development projects as a non-profit charter school.

Collate and rank opportunities based on selected criteria, interaction with certain grant issuers - assess where potential opportunities exist and why.

Provide a spreadsheet of actionable grant opportunities with details that allow for an easy transition to our grant writing team for follow-up.

Project 3: Marketing Plan - Overview (Follow-up to Project 1 & 2)

Based on results, determine the overall marketing strategy related to TCMS for reaching prioritized segments.

Identify market segments - who is targeted, the type of messaging, frequency, etc.

Provide general marketing recommendations inclusive of digital (website, social media, email, etc.) print, events, public relations, and community outreach.

Project 4: Marketing Communications Implementation (Follow-up to Project 3)

Taking the recommendations listed above, create a more detailed and thorough set of tactics.

Students should provide specific action items that can be implemented to improve the TCMS branding campaign. Best practices related to SEO, navigation, mobile search, social media, email marketing, etc. should be provided as well.

Project 5: Ongoing Marketing Recommendations (Conclusion)

Assuming the actionable items from Project 4 are fully implemented, identify recommendations going forward to further promote the TCMS brand to achieve the school's goals.

What performance metrics should be used to evaluate success? How should they be measured? How frequently? What are potential messaging challenges? Finally, what did you take away from this project?

Additional Information:

TCMS is consistently ranked as one of the top middle schools in the State of Florida and the top combination school in Hillsborough County. It is also a recipient of the National Blue Ribbon School of Excellence. The students selected for this summer project will get excellent hands-on marketing experience, access to board members, an advisor who is readily available to answer questions, and the opportunity to deliver a final presentation to members of the board.