

# December 3 1013

## eSchool Governance Board Meeting - Minutes

12/03/2013

East High School

1:30-3:00

### 1:30 p.m. Approval of Minutes from September 17, 2013

- [September 17 2013 Minutes](#)

### 1:35 p.m. eSchool Teacher Communication

- Open time for teachers to share updates (as needed)
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### 1:45 pm. Executive Committee Report

- Governing Board Handbook
  - Item of Information
    - Monica shared information about the work of the executive committee has been doing to help create a draft of the eSchool governing board handbook. Monica shared the draft and talked through with Erik.
    - It was noted to add an annual calendar of items for the board to include in the governing board handbook.
  - Looking to approve in Feb.

### 1:55 p.m. Program Leader Report

- Budget -Erik Hanson shared the budget.
  - Budget for approval
- Enrollments -Erik shared the enrollment trends and talked through the chart.
  - [Enrollment Chart SY1314 AsOf 11-26-2013.pdf](#)
- Staffing Update - Erik shared student demand areas and the need for additional staffing in select areas.
  - PE was added
  - PE again wait-listed (15 students)
  - Approaching limits in other areas (Science, Social Studies)
- Charter Contract -Erik talked about the charter amendment and that it had been sent to the state for their records.
  - Charter Amendment approved
- Create Seamless Learning Plan in two years -Erik mentioned that work on this plan has not begun yet and hope to spend time on this after we solidify the governing board handbook.
  - Includes blended learning
- Curriculum update: -Matt Mineau talked about our visit to two hybrid/blended schools in Chicago a couple weeks ago. Matt shared with the group how eSchool continues to provide a great solution for student learning that has the potential to be utilized outside of just eSchool. Matt shared his excitement for the prospects of eSchool and integrating with AASD.
  - Visited Blended/Hybrid Schools in Chicago
  - District looking to 1 to 1 as part of referendum - Item of information for the board.
    - eSchool help provide personalized learning platform - In discussions...
- eSchool Branding (update): Erik shared the process of working through a quote and coming up with a reasonable plan and price for a complete website redesign and logo/brand refresh with Optimal Web Consultants, Inc. in Appleton. Erik talked about the importance of the user experience on our website no matter what the device is being used to view our website. Monica added that as the eSchool, we should exceed expectations in terms of our web presence and the overall web experience for our students, families, and community

who visit our site for information.

- o Website Redesign
    - Mobile Initiative: Responsive Design Capable
    - Goal for new site: 2014 School Year
    - Video potential
  - o Logo Redesign
  - o Proposal for approval [Responsive Website Design and Development.pdf](#)
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- Meeting dates for 2013-14 school year:
    - o Sept 17, 2013
    - o Dec. 3, 2013
    - o Feb. 4, 2014
    - o Mar. 11, 2014
    - o May 6, 2014

**2:15 p.m. - Action Items**

- o May Minutes - Dick Pike motioned, Paul Painting 2nd...all approved.
- o Budget - Dick Pike motioned, Julie Prudom 2nd...all approved.
- o Website and Brand Refresh - Julie Prudom motioned, Dick Pike 2nd...all approved.

In attendance: Dick Pike, Julie Prudom, Paul Painting, Monica Klaeser, Erik Hanson, Matt Mineau and Todd Kadolph.