

May 13 2014

eSchool Governance Board Meeting - Minutes

5/13/2014

East High School

1:30-3:00

1:30 p.m. Approval of Minutes:

- March 11, 2014 - Approved Unanimously.

1:35 p.m. eSchool Teacher Communication

- Open time for teachers to share updates (as needed) - None.

1:45 pm. Executive Committee Report

- Governing Board Handbook
 - Item of Information
 - Latest updates:
 - Division of roles
 - Plan to revisit yearly
 - Monica shared the progress of the governing board handbook that now includes a division of roles for the eSchool governing board.
- Measurements of goals from charter contract
 - Monica explained that the executive committee will now begin work on the measurements of goals from our charter contract. The executive committee will get together in June to discuss.
 - Matt Mineau shared about how eSchool's goals really align with the district and look forward to doing some pilots in the near future.

1:55 p.m. Program Leader Report

- Enrollment Chart
 - Erik shared that our school year semester enrollments topped out at 864 for this school year.
- Create Seamless Learning Plan in two years
 - Summer Project with plans for September 2014 meeting.
 - Erik shared that this project was put on hold as the District referendum plays out. The seamless or "digital" learning plan will be in good timing to collaborate with the district.
- Course Options update:
 - More to come as Erik and Matt discuss with the district.
- "School Year" conversation and possibilities
 - Erik talked about investigating opportunities or possible changes as part of the new legislation that addresses the "school year" and course options.
- Operational Policy and Procedure Manual updates
 - Erik covered the updates briefly and pertain to operational updates for students. This item is up for approval this meeting.
- Happenings:
 - WDL Digital Learning PD Event in Appleton - August 20-21 - [Lawrence Warch Center](#)
 - Let Erik know if you are interested in attending on August 20.
 - Erik asked to represent state of WI (WDL) at New Orleans Event: [Learning Impact Leadership Institute](#) - IMS Global (Instructional Management Systems)

- eSchool Branding (update):
 - Website Redesign
 - Continuing to work through site map and design with Optimal Digital Marketing
 - Sneak Peak of Web Design
 - Logo Redesign
 - Proposing new logo for approval.
 - Erik unveiled the new proposed logo for eSchool. The logo was developed in collaboration with the lead professional designer at Optimal Digital Marketing in Appleton, WI. Feedback was gathered from the teachers and parent advisory council in regards to multiple designs. The final version was chosen unanimously by both groups including the eSchool office staff. This new logo is up for approval at this meeting.
 - Video Capture and PhotoShoot of eSchool students:
 - Event scheduled for May 23.
 - Erik talked about a photoshoot scheduled that eSchool students will be invited to participate from around the district for fresh images for our new website.
- Meeting dates for 2014-15 school year:
 - Sept 16, 2014
 - Oct. 28, 2014 (added date)
 - Dec. 2, 2014
 - Feb. 3, 2015
 - Mar. 10, 2015
 - May 5, 2015

2:15 p.m. - Action Items

- March Minutes:
 - Dick Pike motioned, Erik 2nd, Approved Unanimously
- Annual election of president & officers
 - Monica - President
 - David DeBink - Vice President
 - Erik Hanson - Secretary
- Establish Executive Committee
 - Monica, David, Erik, and Greta
 - Dick Motioned approval of officers and executive committee, Greta 2nd, Approved Unanimously
- Operational Policy and Procedure Manual
 - Paul motioned, Monica 2nd, Approved Unanimously.
- Approve Governing Board Handbook
 - Dick motioned, Paul 2nd, Approved Unanimously.
- Approve New Logo Design
 - Paul Motioned, Greta 2nd, Approve Unanimously.

In attendance: Monica Klaeser, Dick Pike, Paul Painting, Greta Zeimetz, Erik Hanson and Matt Mineau