

**W-A-Y Michigan**  
407 E. Fort St., Suite 201, Detroit, MI 48226  
(313) 6 382 716  
**Board of Directors' Regular Meeting**  
**Date: July 15, 2020**  
**Time: 6:00 pm**  
**MINUTES**

I. Call to Order by the President at 6:02 pm

Roll Call:

Bogart X  
Brown X  
Donoghue X  
Long X  
Muscat X

II. Approval of Agenda

It was moved by Christine Muscat and seconded by Gregory Brown to approve the agenda as presented. All members voted with Aye. There were none opposed. Passed unanimously.

Roll Call Vote:

Bogart Aye  
Brown Aye  
Long Aye  
Muscat Aye

III. Call to the Public

This meeting is a meeting of the Board of W A-Y Michigan in public for the purpose of conducting the School District's business and is not to be considered a public community meeting. We now invite members of the public to address the Board and share any thoughts or concerns regarding agenda items only.

None.

III. Approval of Minutes Special Meeting June 29 2020.

It was moved by Christine Muscat and seconded by Amy Long to approve the June 29 2020 Special Board Meeting minutes as presented. All members voted with Aye. There were none opposed. Passed unanimously.

Roll Call Vote:

Bogart \_\_Aye\_\_  
Brown \_\_Aye\_\_  
Donoghue \_\_Aye\_\_  
Long \_\_Aye\_\_  
Muscat \_\_Aye\_\_

V. Educational Service Provider Report  
Superintendent/Director

Director James Middleditch shared information with the board around enrollment, attendance and credit attainment. Current enrollment is 149. In the month of June, our enrollment has decreased by 20 researchers. We were hoping to end on a high note, but we had more researchers graduate and state their plans to transfer then we initially thought. We ended the year 15 less than last June, but we hope by exiting the researchers in June we will see no drops in July. In June most of our cohorts stayed relatively the same. The biggest drop we had was in 12<sup>th</sup> grade as we had 7 researchers graduate. As we continue to monitor our grade level cohorts, we hope to get feedback on how we can increase enrollment in Middle School and 9<sup>th</sup> grade for the 2020-21 school year. Our goal is to increase our 3-year cohort of researchers.

The Researcher retention at WAY Michigan decreased by 2 percent in June. We believe that the retention rate will continue to fluctuate as researchers graduate and students determine their plans for the 2020-21 school year. Currently, we have 4 researchers that are on pace to graduate by the end of August.

Our online attendance decreased by 7 percent in June. I believe this is expect as researchers begin to take vacation going into the summer months and the last large group of seniors graduating for the school year. We will want to work towards increasing to 80% of total days attended over the next year. Our attendance Liaison has been using "Robo Calls" in our plan to increase attendance.

Our total credit in June stayed the same as May. I believe we will see a drop in July and August as the credit require drops to .25 per month over the summer. We believe that a focus on providing additional academic support and reviewing how to complete projects completely has helped with credit attainment. Our average credit attainment has increased from .62 to .70 in June. This is the highest credit average we have had as a school. We look forward to maintaining over .50 credit average. With our work on reinforcing our recommitment process and meetings with the Assistant Director and Team Leaders, we hope to work towards increase the number of researchers on the Honor Roll each month. In June our 6<sup>th</sup> grade cohort has continued to have a credit average over 1 credit for the third month in a row. All grade level cohorts earned over .50 credit average, but our senior cohort. We believe this change may be from most of our senior cohort graduating and the remaining researchers not needing a lot of credits left to graduate. Based on historical credit average we will need to continue to target 7<sup>th</sup> and 8<sup>th</sup> grade researchers for support to help them maintain a .50 credit average.

**Points of Pride:**

1. WAY Michigan currently has 49 enrollment applications for the 2020-21 school year. We are hoping this is a sign of the increase enrollment we hope to see going into September.
2. 58 percent of our researchers made it on the honor roll for May. We send out prizes of the researchers choosing for Gold (1.0+ Credit) and Silver (.70-1.0 Credit). Our Bronze (.50-.70 Credit) receive a certificate for being on the Honor Roll.
3. We held our first virtual graduation slideshow on June 24th. We had over 38 participants on the Zoom Meeting and more views on the YouTube live feed.

James Middleditch shared that we currently have 53 applications of enrollment on file. We have about 75 leads that the team is following up on. We are in the process of contacting the leads that we currently have.

Superintendent Madeline Black shared information around marketing for WAY Michigan and shared a short "jingle" clip with the board. The jingle will run on News 950 radio and 95.5 radio station. Beginning next week, an interview clip with Superintendent Black will be aired. Board member Mandi Bogart inquired as to how much is allocated currently for marketing budget? Ms. Black address this. Mandi Bogart asked Ms. Black to send her the spreadsheet with radio information so she can double check on pricing. Ms. Black indicated that we'd need to make a decision on allocated marketing funding at tonight's meeting if possible. Ms. Bogart indicated she could check with her contacts and advise no later than Monday, July 20, 2020.

Superintendent Black shared she is working on the return to school plan and will be providing this information to the board at an upcoming board meeting. Board President Muscat asked what amount is needed for marketing? Ms. Black indicated that we would need \$32000 for both radio ads. Board inquired additional information around marketing which Kelli Glenn addressed. Ms. Black confirmed that \$12000 is for google ads, Facebook, Instagram and \$20000 is for both radio commercials. Ms. Black also shared that WAY Program donated \$24000 towards the W X Y Z commercials. Board member Jesse Donoghue inquired as to where the money will be coming from within the budget? Ms. Glenn indicated the monies would come from the 2020-2021 fund balance. Ms. Glenn indicated the board already passed \$12000 marketing funds at the June board meeting. Ms. Glenn indicated that Superintendent Black is asking for an additional \$20000 to be used for marketing. For clarification, Ms. Black indicated that she was requesting an additional \$33000 for marketing. Board member Donoghue inquired if we could collect the data from marketing and provide feedback to the board which would let them know if we are marketing effectively. Board member Gregory Brown inquired if we have the data from previous marketing that could be shared with the board. Mr. Middleditch indicated he could share this information with the board at a future meeting. Board held additional conversation was held around marketing. Ms. Black indicated she would share the data from this year's marketing with the board as it is made available. Board Member Jesse Donoghue asked if we should add additional funds that might be needed for marketing during the year. Board Member Gregory Brown indicated that he agreed with this idea and we shared we should add some additional funds for future marketing opportunities. Additional conversation was held around adding additional funds to be used throughout the year. Board Member Mandi Bogart inquired if there could be tracking/accountability provided to the board as the funds are being utilized. Board member Jesse Donoghue suggested we could send kids lunch as referral, or completing your application, etc.

It was moved by Christine Muscat and seconded by Jesse Donoghue to approve funds up to \$40000 to be added to the marketing budget as presented. All members voted with Aye. There were none opposed. Passed unanimously.

Roll Call Vote:

Bogart \_\_Aye\_\_  
Brown \_\_Aye\_\_  
Donoghue \_\_Aye\_\_  
Long \_\_Aye\_\_  
Muscat \_\_Aye\_\_

VI. Treasurer Report

A. Discussion Items:

1. June 2020 Financial Statements

Kelli Glenn shared information with the board around the June 2020 Financial Statements with the board and provided them with the information virtually.

B. Action Items:

1. Accept June 2020 Financial Statements

It was moved by Christine Muscat and seconded by Gregory Brown to accept the June 2020 Financial Statements as presented. All members voted with Aye. There were none opposed. Passed unanimously.

Roll Call Vote:

Bogart \_\_Aye\_\_  
Brown \_\_Aye\_\_  
Donoghue \_\_Aye\_\_  
Long \_\_Aye\_\_  
Muscat \_\_Aye\_\_

VII. Correspondence

VIII. Central Michigan University liaison updates

Jennifer Joubert shared information with the board around return to school plans. Guidance that the Center has provided indicates that Cyber Schools can operate using their normal operations.

IX. Old Business

A. Discussion Items:

None

B. Action Items:

None

X. New Business

A. Discussion Items:

1. Dickinson-Wright Invoice 1483501

Kelli Glenn shared information around the Dickinson-Wright invoice and provided the board with a copy virtually. This is the first of three invoices that the board will receive pertaining to the State Aid Note Borrowing. Jennifer Joubert asked if someone from Dickinson-Wright is the board's legal counsel? Ms. Glenn shared that George Butler serves as the board's legal counsel. Ms. Bogart inquired as to how the board could contact the legal counsel? Ms. Joubert indicated that the board would reach out to either Ms. Glenn or Ms. Black to make those arrangements/connections. Board President Muscat shared background information with the board around Dickinson-Wright

2. Board Secured Site Presentation

Kelli Glenn shared information with the board around how to access their information on the Board Secure Site.

B. Action Items

1. Approve Dickinson-Wright Invoice 1483501

It was moved by Christine Muscat and seconded by Jesse Donoghue to approve the Dickinson-Wright Invoice 1483501 as presented. All members voted with Aye. There were none opposed. Passed unanimously.

Roll Call Vote:

Bogart \_\_Aye\_\_  
Brown \_\_Aye\_\_  
Donoghue \_\_Aye\_\_  
Long \_\_Aye\_\_  
Muscat \_\_Aye\_\_

XI. Call to the Public

This meeting is a meeting of the Board of W A-Y Michigan in public for the purpose of conducting the School District's business and is not to be considered a public community meeting. We now invite members of the public to address the Board and share any thoughts or concerns. Comments should only be addressed to the person chairing this meeting, and per Board policy should be no longer than three minutes.

None.

XII. Adjournment at 7:17 pm

It was moved by Christine Muscat and seconded by Jesse Donoghue to adjourn at 7:17 pm. All members voted with Aye. There were none opposed. Passed unanimously.

Roll Call Vote:

Bogart \_\_Aye\_\_

Brown \_\_Aye\_\_

Donoghue \_\_Aye\_\_

Long \_\_Aye\_\_

Muscat \_\_Aye\_\_

A copy of the meeting minutes are available for public inspection at the offices of WAY Program, 407 E. Fort St. Suite 201, Detroit, MI 48226 within 8 business days for proposed minutes and within 5 business days of approval for approved minutes. Approved minutes will be posted on the WAY Academy's website <http://www.wayprogram.net>. Public notice of this meeting was posted as required by the Open Meetings Act.

The Academy shall comply with subtitle A of Title II of the Americans with Disabilities Act of 1990, Public Law 101-336, 42 USC § 12101 et seq or any successor law. Should you require specific accommodation(s) please contact WAY Michigan offices at (313) 444-9292 prior to the meeting.

**Minutes Certification:**

Approved minutes of July 15, 2020 Regular meeting respectfully submitted,

*Gregory Brown*

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Board Secretary

08/04/2020

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Date

# Signature Certificate

Document Ref.: V8KY9-WW5OZ-DHXNW-FP8O3

Document signed by:



**Gregory Brown**

Verified E-mail:  
gregorybrown2013@yahoo.com

*Gregory Brown*

IP: 99.203.78.37

Date: 04 Aug 2020 23:16:25 UTC



Document completed by all parties on:

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Page 1 of 1



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