

**W-A-Y Michigan**  
407 E. Fort St., Suite 201, Detroit, MI 48226  
(313) 638-2716  
**Board of Directors' Regular Meeting**  
**Date: April 21, 2021**  
**Time: 6:00 pm**  
**MINUTES**

<https://wayprogram.zoom.us/j/91841199008>

I. Call to Order by the President at 6:06 pm

Roll Call:

Bogart X (Wayne County, MI)  
Brown X (Macomb County, MI)  
Donoghue X (Wayne County, MI)  
Long X (Oakland County, MI)

II. Approval of Agenda

It was moved by Gregory Brown and seconded by Amy Long to approve the April 21, 2021 Regular Meeting agenda, as presented. All members voted with Aye. There were none opposed. Passed unanimously.

Roll Call Vote:

Bogart - Aye  
Brown - Aye  
Donoghue - Aye  
Long - 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.

IV. Approval of Minutes

1. Special Meeting Minutes April 2, 2021

It was moved by Gregory Brown and seconded by Mandi Bogart to approve the April 2, 2021 Special 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

V. Educational Service Provider Report  
Superintendent/Director

WAY Michigan Director James Middleditch virtually shared information with the board around enrollment, attendance and credit attainment. This information had previously been provided to the board.

**Points of Pride:**

1. 60% of our researchers made it on the honor roll for February. This is a 12% increase from March 2020. 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.
2. Our School Improvement Team has been working hard to go through the new Michigan Integrated Continuous Improvement Process. It is recommended that schools complete an Academic and Non-Academic data story. We have completed our Academic Data story and plan to complete our Non-Academic data story in between our April meetings.
3. Our team has been working hard to finalize plans for state testing. With the waiver of test accountability, we have allowed researchers to opt out if they did not feel comfortable testing due to health concerns from COVID-19. We have plans in place to ensure testing runs smoothly for those researchers that do wish to test.
4. WAY Michigan has 13 researchers that are being targeted to complete their graduation requirements by the end of the school year. The tentative deadline for researchers to be included in the virtual graduation is Friday, June 4<sup>th</sup>. We plan to host our second annual virtual graduation on Friday, June 25<sup>th</sup>.

WAY Michigan Director, James Middleditch, shared data information with the board virtually, which had been previously requested by the board. This information was also shared with the board prior to the meeting.

**Enrollment trend:** The chart shows the Enrollment trend from the 2014-15 school year to the current school year. We hit a peak enrollment of 301 in November 2017. Our enrollment grows from May to October and slowly declines from October to May. Board member, Jesse Donoghue, inquired on the decline over the past four years and asked for clarification. Mr. Middleditch provided this information to the board. Board member, Jesse Donoghue, asked if efforts are underway for Fall marketing. Mr. Middleditch indicated these efforts can be shared with the board at a future meeting. Additional conversation was held around marketing/enrollment for Fall. Mr. Rich Klemm (WAY Program Executive Director), indicated that the team will be showcasing WAY Michigan and will provide marketing efforts to the board.

**Net enrollment:** The chart shows the net enrollment based on our July to October enrollment cycle. On average, we have a net enrollment of 68 researchers. That means our enrollment in June typically grows by 68 researchers by the time of the October count period. Based on our current enrollment, we hope to have approximately 240 researchers for Count October 2021.

**Total enrollment:**

The chart shows the total number of researchers that enrolled during the July to October recruitment cycle. On average, we enroll 82 new researchers.

**Marketing Funding:** The chart shows the money spent on marketing WAY Michigan each school year. We have spent an average of \$31,760 on marketing efforts each year. We have spent the most amount of money on media ad campaigns over the last 7 years. The efforts that were most commonly used was a mixture of media ad campaigns and targeted mailing. The next most used strategies were Google Ads

and attendance at Fairs and hosting recruitment events. Board member, Jesse Donoghue, shared that he felt the more money we spend, the less results we obtain. Board President Gregory Brown shared the same sentiment. Additional conversation was held around marketing.

Dollars spent per enrollment: The chart shows how much money was spent per enrollment we received each school year. We spend an average of \$538 per successful enrollment.

Marketing techniques: The chart shows the number of applications we receive per marketing technique. Unfortunately, we changed enrollment programs in 2018-19, we were unable to pull any data from previous school years. The most popular marketing technique is "Word of Mouth" with online and radio ads closely behind it.

Retention: The chart shows our retention rate for students from September to June each school year. Our average retention rate is 70%.

Board expressed appreciation to James Middleditch for sharing the data, which can be used for future marketing efforts.

#### VI. Treasurer Report

##### A. Discussion Items:

##### 1. March 2021 Financial Statements

Thea Daniels shared information around the March 2021 Financial Statements and provided this information to the board virtually. Ms. Daniels had previously provided this information to the board prior to the meeting.

##### 2. Accounts Payable Report & Funds Transfer

Thea Daniels shared information around the Accounts Payable Report and Funds Transfer and provided this information to the board virtually. Ms. Daniels had previously provided this information to the board prior to the meeting.

##### B. Action Items:

##### 1. Accept March 2021 Financial Statements

It was moved by Gregory Brown and seconded by Mandi Bogart to accept the March 2021 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

##### 2. Approve Accounts Payable Report & Funds Transfer

It was moved by Gregory Brown and seconded by Amy Long to approve the Accounts Payable Report & Funds Transfer, as presented. All members voted with Aye. There were none opposed. Passed unanimously.

Roll Call Vote:

Bogart - Aye  
Brown - Aye  
Donoghue - Aye  
Long - Aye

VII. Correspondence – Board President Gregory Brown shared that CMU has expressed the need for the board to try and seek out board candidates. Ms. Yola Johnson (potential board candidate) shared her background information with the board. The board thanked Ms. Johnson for her interest and attending tonight's meeting.

VIII. Central Michigan University liaison updates

CMU Liaison, Jennifer Joubert, shared information around a recent survey sent to school leaders. CMU is requesting the survey be completed, if possible. Ms. Joubert shared on professional development opportunities that will be available to board members in the future. Ms. Joubert inquired on the WAY Michigan lease, and whether or not there are any updates? Mr. Rich Klemm indicated he would inquire on this and share the information with the board.

IX. Old Business

A. Discussion Items:  
None.

B. Action Items:  
None.

X. New Business

A. Discussion Items:

1. Dickinson Wright invoice 1560551

Thea Daniels shared information around the Dickinson Wright invoice for professional services during February with the board. Board President Gregory Brown shared information around outstanding prior balance, which should have been applied to a different school. Mr. Brown will follow up with Dickinson Wright and inquire on the past due balance. Board member Mandi Bogart inquired as to whether or not we are billed for late fees? Ms. Daniels indicated that Dickinson Wright does not charge the school/board late fees.

2. Modification to 2020/2021 school calendar

Information was shared around a Professional Development which had been scheduled on the School Calendar for April 16, 2021 and has been moved to April 30, 2021. The school calendar has been updated to reflect this change.

3. Review RFP for Audit services FY20-21

Board President Gregory Brown shared information on 4 to 5 proposals that were received and placed on the board portal prior to the meeting for the board's review. Ms. Daniels shared the proposal information with the board virtually during the meeting. Board President Brown shared additional information around his communication with the firms who submitted proposals. Board member Mandi Bogart inquired as to whether the firms had provided any references. Board President Brown indicated

the references had been provided and are located on the board portal. Board President Brown asked Ms. Daniels what the timeline might be to make a decision. Ms. Daniels indicated the board would want to make a decision prior to the May board meeting. CMU liaison Jennifer Joubert asked if Ms. Daniels had any recommendations? Ms. Daniels shared she previously worked with most of the firms listed and they all seem adequate.

B. Action Items

1. Approve Dickinson Wright invoice 1560551

It was moved by Gregory Brown and seconded by Mandi Bogart to approve the Dickinson Wright Invoice 1560551 in the amount of \$1,350.50, as presented. All members voted with Aye. There were none opposed. Passed unanimously.

Roll Call Vote:

Bogart - Aye  
Brown - Aye  
Donoghue - Aye  
Long - Aye

2. Accept modified 2020/2021 school calendar

It was moved by Gregory Brown and seconded by Mandi Bogart to postpone acceptance of the Modified 2020/21 School Calendar until evidence is provided to the board. All members voted with Aye. There were none opposed. Passed unanimously.

Roll Call Vote:

Bogart - Aye  
Brown - Aye  
Donoghue - Aye  
Long - Aye

3. Approve Audit Firm for Services starting FY20-21

It was moved by Gregory Brown and seconded by Mandi Bogart to postpone approval of the Audit Firm for Services starting FY 20/21 until the board has had an opportunity to review the information. All members voted with Aye. There were none opposed. Passed unanimously.

Roll Call Vote:

Bogart - Aye  
Brown - Aye  
Donoghue - Aye  
Long - 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 6:53 pm

It was moved by Gregory Brown and seconded by Mandi Bogart to adjourn at 6:53 pm. All members voted with Aye. There were none opposed. Passed unanimously.

Roll Call Vote:

Bogart - Aye

Brown - Aye

Donoghue - Aye

Long - Aye

A copy of the meeting minutes are available for public inspection at the offices of WAY Michigan, 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 WAY Michigan's website <http://www.waymichigan.net>. Public notice of this meeting was posted as required by the Open Meeting 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 accommodations, please contact WAY Michigan offices at (313) 638-2716 prior to the meeting.

**Minutes Certification:**

Approved minutes of April 21, 2021 Regular meeting respectfully submitted,

*Maudi Bogart*

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Board Secretary

05/20/2021

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Date

# Signature Certificate

Document Ref.: WTQAG-CMEHC-JJAHE-HWHXE

Document signed by:



**Mandi Bogart**

Verified E-mail:  
mandibogart@sullivanacotter.com

*Mandi Bogart*

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20 May 2021 08:53:17 UTC



Document completed by all parties on:

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