

KELLOGGSVILLE BOARD OF EDUCATION
Virtual-Regular Meeting – March 08, 2021
Report No. 20-96

CONSENT AGENDA

MINUTES OF MEETING

Virtual-Regular Meeting – February 22, 2021

ROLL CALL

Present: Mrs. Groters, Mr. Marihugh, Mrs. Reidzans Mrs. Tanis, Ms. Sellers, Ms. Townsend, and Mrs. Ward
Also present: Samuel L. Wright, Superintendent
Jeff Owen, Director of Instruction
Eric Alcorn, Auxiliary Services Director
Makayla Nesbitt, HS Student/Board Representative

MEETING CALLED TO ORDER

President Ward called the virtual meeting to order at 5:31 P.M.

PLEDGE OF ALLEGIANCE

The Board and Visitors recited the Pledge of Allegiance.

NEXT REGULARLY SCHEDULED MEETINGS

The next regularly scheduled board meetings will be held:

- March 08, 2021 @ 5:30 p.m. Virtual
- March 22, 2021 @ 5:30 p.m. Virtual
- April 26, 2021 @ 6:00 p.m. Board of Education Center
- May 10, 2021 @ 6:00 p.m. Board of Education Center
- May 24, 2021 @ 6:00 p.m. Board of Education Center

COMMUNICATIONS - None

VISITORS

President Ward welcomed visitors.

REPORT OF THE SUPERINTENDENT

Consent Agenda

It was moved by Mrs. Groters, seconded by Mrs. Reidzans, to approve Consent Agenda items 20-84, 20-85, 20-86, 20-87 and 20-88.

- | | | | |
|---------|---|------------------|-----------------------|
| 20-84 | Approval of Regular Meeting Minutes from 02/08/21 | | |
| 20-85 | Approval of Personnel Report | | |
| 20-86 | Approval of Expenditure Report | | |
| | General Fund: \$586,486.19 | Food Service: | \$14,037.31 |
| | Child Care: \$0.00 | Building & Site: | \$732,449.99 |
| 20-87 | Approval of Neighborhood School Attendance Areas | | |
| 20-88 | Approval of Central Bid Package #3 - Technology | | |
| Yeas: 7 | Nays: 0 | | MOTION CARRIED |

ACTION

A. Approval: Athletic Complex Funding Plan

It was moved by Mr. Marihugh, seconded by Ms. Sellers, to approve the plan for funding the Athletic Complex by using resources from the general fund, 2018 Bond, enhancement millage, IPA and sinking fund.

Yeas: 7 Nays: 0

MOTION CARRIED

B. Approval: Extended Learning Plan

It was moved by Mrs. Groters, seconded by Ms. Sellers, to approve the Extended Learning Plan as presented.

Yeas: 7 Nays: 0

MOTION CARRIED

PROPOSAL

A. 2021-22 Board of Education Meeting Schedule

A board meeting schedule for 2021-22 was proposed by Mr. Wright, based on the 2nd and 4th Mondays of each month. The months of December and April will only have one (1) meeting scheduled due to school vacation breaks. Meeting times will be 5:30 p.m. when school isn't in session and 6:00 p.m. when school is in session. This proposal will be placed on the 03/08/21 agenda as a consent item.

B. Kelloggsville Community Celebration Date

The district has sponsored the Community Celebration event for many years, in partnership with other organizations and businesses to provide activities for our community. Mr. Owen and Mr. Roscoe recommend the celebration be held on 17 September 2021 with a football game following the celebration event. This proposal will be placed on the 03/08/21 agenda as a consent item.

C. Kelloggsville Virtual School

Ms. Travis shared a presentation with the Board for a new Kelloggsville Virtual School (KVS) that will serve resident and school of choice students in grades K-12 for the 2021-22 school year. She outlined the requirements of the school, instruction platforms, student and parent involvement, course offerings, schedules, staffing, timelines, and a general overview of the program plus much more. The Board shared their appreciation for the amount of time and detail that has been put into planning this virtual program and how it will be an innovative way to meet the needs of our community. This proposal will be placed on the 03/08/21 agenda as a consent item.

INFORMATION & REPORTS

A. Community Goal Committee

The Community Goal Committee (C. Groters – Chair, E. Scott, Morrow, Patin, Linker, Roscoe, Travis, Townsend), shared an update on their goal progress:

Goal #1

Advertise, via social media, the alternative education program.

Desired Results: Establish a process of broadening our accessibility to non-traditional students.

Goal #2

Inform and promote a new K-12 online academy.

Desired Results: Provide multiple educational opportunities available to families through online and/or face-to-face instruction.

Goal #3

Promote the Kelloggsville brand on multiple platforms.

Desired Results: Gain feedback from the community, staff and students regarding the district's marketing plan and branding guide to determine consistency.

Goal #4

Investigate virtual options of former community events.

Desired Results: Develop a deep sense of community using virtual methods.

Goal #5

Contact GRAR (Greater Regional Alliance of Realtors) and develop a list of area realtors to invite to a "Realtor & Kville" meeting to share a brochure that will be developed describing the merits of Kelloggsville Public Schools. Also, invite and involve them at the Community Coalition meetings and include them on the quarterly mailing list.

Desired Results: Develop and foster a positive relationship with the local realtor community to share and discuss KPS points of pride in an effort to attract new families to the community.

Goal #6

Promote the new facilities at Central Kelloggsville Elementary.

Desired Results: Communicate and showcase Central Kelloggsville Elementary and create an atmosphere of excitement and pride within the KPS community.

Ms. Groters shared that the committee has worked on four out of the six goals to date. For Community Goal #1, a test paid ad ran on both Facebook and Instagram that shared a preview of the 54th Street Academy program. The ad had good reach, with 4,891 participants but results for "likes" and engagement were low. The results of this test ad indicated that it may be a good resource to use for marketing the KVS program. Other promotional ideas for 54th Street Academy include looking into a community event/open house to hold before school starts for the 2021-22 school year (based on COVID) and creating a commercial video to be shared on social media platforms, specific to the program. For Goal #2, a timeline was shared that listed dates and platforms identified to promote the KVS program. The plan includes marketing the program on the district website, social media (paid + organic), postcards, in-building posters, and email blasts all utilizing the district's marketing tools to inform the community of this new educational option. To achieve Goal #4, ideas that the committee is working on to develop promoting community events virtually include; streaming sporting schedules and events for winter sports, creating videos that include school-to-work students and businesses which in turn will act as a marketing tool for more businesses to invest in our community and program, and develop a community radio station to broadcast sporting events and possible other events/performances.

Lastly, for Goal #6, social media posts have followed the construction progress and updates on Central Kelloggsville Elementary including a recent article in School News Network by Phil DeHaan and time lapse video on the progress of construction, all showing very positive results on the new facility. Another time lapse video is scheduled for this spring with possible drone footage to be included and the webpage will be updated to include the new school. The committee will present their next report on 03/22/21.

B. Board of Education Goal #3 – KDL Update

Goal #3

Monitor the use of the KDL Media Center by Kelloggsville students and staff while encouraging community use.

Desired Results: Ensure that the students, staff and community have opportunities to participate in the use of the KDL Media Center.

As part of the Board of Education's Goals, Mr. Caterino highlighted information on Goal #3 specifically, pertaining to the KDL Media Center at KHS. He shared current student and visitor statistics from 01/19/21 – 02/17/21; 7230 students (20 days) = average of 31 per day and 2425 visitors (17 days) = average of 143 per day, which compared to data from September/October/November is down, primarily due to capacity limitations from MDHHS. He summarized some of the programs that are in the process of returning or continuing which include; elementary visits to resume in March, class visits from KHS, and space being used by teachers for lessons when needed. Another added program is opening up the media center during lunch to try to provide a place for students to spend time to work/read, play games, and just visit with others. He also reviewed some questions posed on offerings, opportunities, upcoming programs and other supports that KDL provides but stated that community use this year has been difficult due to COVID. It is hopeful that the bulk of the programming can return in the fall but that will be dependent on the state of the pandemic. To conclude his report, Mr. Caterino shared appreciation to the Board and Mr. Wright for their continued support of the partnership between KPS and KDL.

STUDENT COMMENTS

- Makayla Nesbitt – shared that she believes the KVS program is a great idea as it opens up a lot of opportunities for students, adding that Ms. Travis' report was very informational and easy to understand and she appreciates her hard work.

OTHER MATTERS - None

INTRODUCTION OF MATTERS BY BOARD MEMBERS

- Mrs. Tanis – also shared that the KVS program will be a huge asset to the Kelloggsville community as a whole and she can't wait to see it evolve. She also extended appreciation to Ms. Travis and her involvement in the development of the program and how helpful this option will be for our families;
- Ms. Sellers – shared that she is very impressed by all of the hard work and the opportunities we offer our students – great job by everyone involved;

- Mr. Marihugh – also extended appreciation for everyone’s hard work, adding that the reports presented tonight were awesome and he is honored to be part of the great things happening at KPS;
- Ms. Townsend – thanked Ms. Travis for her awesome work put into the planning of the virtual school program and to Mr. Caterino and Ms. Groters for their hard work in each of their committees. She appreciates how everyone at Kelloggsville comes together in making for a better future for our students;
- Mrs. Reidzans – shared that she is excited about the virtual school program and can’t wait for it to be rolled out, adding that she appreciates having a copy of the plan to reference when she has questions;
- Mrs. Groters – shared that she is glad that the district will be offering different ways for students to achieve their education while accommodating families’ lifestyles by adding the virtual school program for next year. She also shared that MASB is now offering all of the CBA 100 courses online;
- Mrs. Ward – congratulated and shared appreciation for the hard work put into the goals and reports for tonight’s meeting. She is very impressed with the plans being developed with the future in mind for our students’ education both for today and tomorrow. She also shared appreciation to Mrs. Glass for her many years of service and the positive impact she has had on the student’s at KPS. She also reminded fellow board members about the KIASB zoom meeting on March 4th and the NSBA National Conference which will also be held virtually April 8-10. This is a great opportunity and affordable way for all members to attend since it is going to be held virtually, adding that early bird registration ends 02/26/21. Lastly, she thanked student board representative, Christian Martinez Ramos, for his participation over the last 1 ½ years, his insight and dedication are very much appreciated, adding that the board looks forward to working with the next student representative;

ADJOURNMENT

President Ward adjourned the meeting at 6:39 p.m.

Gary Marihugh, Secretary
Kelloggsville Board of Education

Beth A. Postma
Recorder

VISITORS: (Virtual) – Terri Ricketson, Beth Travis, Jim Alston, Cassie Groters, Keith Caterino, and Suzanne Schmier.