

PLANNING AND DEVELOPMENT COMMITTEE

Meeting Minutes

May 6, 2020

(Meeting held telephonically)

Attendees: Karah Gagnon, Gaye Leo, Dawne Winn, Annie Gilbert, Amanda DeNight
 The meeting was called to order at 6:07 p.m. by Karah Gagnon

Topic	Discussion	Action/ Update
<p>1. BCS Spring Work Session</p>	<ul style="list-style-type: none"> ▪ Create poll to invite Board members, Leadership and Mike Dyer and Michael Larrabee. Prefer a Friday in August. Check with Herb. ▪ Look at 3rd Friday or 4th Friday in August. ▪ Karah offered conference space in her building that will fill needs for the Work Session. 	<p>Cancel June 3 Work Session date. Connie to poll for date in August and reschedule.</p>
<p>2. Branding/ Marketing Updates</p>	<p>Amanda deNight reported:</p> <ul style="list-style-type: none"> ▪ Marketing – Val Vista has been advertising personalized virtual tours. Parents have been enjoying having the instant access and response to questions. Ads are placed on Facebook and Instagram. ▪ Community Impact newspaper for Gilbert. March edition highlighted Charter Schools. Still featured in ads. Dobson has been added to Chandler edition. ▪ Dawne has also had success with the virtual tour. Dobson has ads on Facebook. ▪ BCS is also being recommended on Gilbert and Ocotillo Friends sites. ▪ Val Vista will be hitting targeted ADM No.'s. Dobson has current ADM totals of @522. ▪ Dobson has allocated 3 sections for Kinder. Continue to work. ▪ Karah – Does Facebook allow us to target incoming 4th graders? Amanda indicated she can select from broader categories. ▪ Anything from Arizona Leadership? Annie indicated that we have not heard. However, BCS is planning for regular schedule and preparing for many eventualities. One of which may require less students on campus at one time (perhaps alternate schedules). Just one of many scenarios being prepared for. ▪ Plan to create a BCS Digital Team for all 3 campuses representing Distance Learning. Could have a virtual team of teachers. ▪ Has anything been put on the website re: our distance learning programs? Facebook has been used. It was suggested that BCS should think about putting something on our website to share distance learning information with new families. ▪ Amanda reported the new BCS Website is being finalized and going through the punch list. June 1 is targeted. 	

	<ul style="list-style-type: none"> ▪ Annie suggested the principals should have a full walkthrough prior to presentation to the Curriculum and Systems Committee’s next meeting. ▪ Are teacher names and bios. on the new site? Yes, we do have a teachers section. Viewers can click and reach the teacher. ▪ Annie indicated, in response to Karah’s question, re: PPP Loans. We received for all 3 campuses and staff members are being paid through June. Annie is preparing bullet points as to how the money was used and is transparent to the public. 	
3. BCS Educator 2020 Kickoff	<ul style="list-style-type: none"> ▪ Gaye reported that BCS ADMIN Team is looking at a really innovative vision. The mantra will be digital delivery and collaboration. ▪ Focus will be on developing a digital footprint and help folk’s increase their comfort level with Google Classroom, Zoom, and a more than 3 dimensional program of instruction. Will be more like a 5 dimensional program--online expansion to let kids use and grow skills. Teachers can select what they would like to expand on. ▪ Still seeking an exciting/dynamic keynote person. ▪ Annie reported there is a national digital July conference that our leadership will be attending as students. ▪ Parents want to hear about things they can discover and how we can assist them in doing so. ▪ People will not have to go anywhere to be part of BCS! 	
4. Expansion/ Acquisition	<ul style="list-style-type: none"> ▪ As fall enrollment numbers become available throughout the valley, Annie noted we may wish to be aware and look at opportunities for expansion and acquisition. Can keep an “ear to the ground”. 	Karah/Annie to go over and highlight minimum standard metrics.
5. Summary and Future Agenda Items	<ul style="list-style-type: none"> • Circle back regarding the Spring Work Retreat and new date polling results. • John asked that folks send ideas to Annie as to how we can honor Michael Larrabee and Mike Dyer for their outstanding service. • Gaye suggested perhaps a dedicated physical space on the campus to honor. Something lasting—perhaps a Founders Plaque that would be historic and allow sense of community. • It was noted that June will be their last official meeting. 	
6. Next Committee Meeting	Wednesday, June 3, 2020 5:30 p.m.	

The Planning and Development Committee meeting adjourned at 6:52 p.m.

Meeting Minutes Submitted by: Connie Johnston, Board Coordinator – 5/6/2020