

Executive Director Report

Meeting Date: August 25, 2025 - 5:00 PM

Prepared by: Dr. Jenna Leadbetter, Executive Director

Executive Summary

Bottom Line Up Front: CCS enters the 2025-26 school year with exceptional momentum: 526 students enrolled with projections exceeding 600 by September, comprehensive staffing completed, strong financial position at \$2.58M fund balance, and successful marketing campaign generating significant community engagement.

Enrollment and Marketing Excellence

Current enrollment stands at 526 students with many applications in progress: 154 seat-based and 372 online (K-5: 52/57 capacity at 91%, 6-12: 320/480 capacity at 67%). Marketing campaigns drove substantial engagement with over 1.2 million total impressions, 4,378 link clicks, and email outreach reaching 78,600 addresses with 13,776 opens across July-August initiatives.

Staffing and Professional Development

Completed comprehensive hiring initiative reviewing 168 applicants through 61 interviews. All positions filled including Associate Director Monique Duray, School Counselor Erin McCullough, and 12 additional teaching and support staff. Three staff members began advanced graduate programs for leadership credentials, while structured literacy training preparation ensures READ Act compliance with Abi Swenson confirmed as Local Literacy Lead.

Financial Health and Operations

Maintained strong financial position with \$2.58M fund balance representing 31.7% of expenditures, well above minimum requirements. Technology transformation included network infrastructure upgrades, new phone system implementation, and comprehensive security enhancements. Successfully managed minimal federal funding exposure while maintaining stable operational foundation.

Strategic Implementation

Launched multi-level communication framework August 1st responding directly to family satisfaction survey feedback. Monthly newsletters "The Tremolo" (online) and "The Family Flyer" (seat-based) now operational with ADA compliance. New organizational framework establishes clear decision authority and communication rhythms supporting unified mission delivery across both schools.

Looking Forward - "FORWARD" Theme 2025-26

CCS celebrates 25 years of educational excellence while embracing unprecedented growth. I will attend the September 25th Minnesota Charter School Recognition celebration at Union Depot in St. Paul to receive our 25th anniversary milestone award. With successful marketing, comprehensive staffing, and strong financial health, the district is positioned for exceptional impact in our milestone year.

Fall Launch Schedule:

- August 25: All staff return
- August 26: Seat-based Open House (4:30-6:00 PM)
- August 27: Online Open Houses (K-5: 3:30-4:15 PM, 6-8: 4:30-5:15 PM, 9-12: 5:30-6:15 PM)