

## Executive Director's Report to the Board

**Date of the Report:** May 23, 2022

**Report Prepared By:** Dr. Brett Wedlund



### Boosterthon

Nova Classical held its Boosterthon in early May. The event involved various running events for the K-8 grade students. Boosterthon raised \$65,681 this year with Nova Classical netting \$51,153.

### Athletic Coop Updates

We have been working with several other schools to enhance our extracurricular offerings. Although nothing is formally in place, we anticipate that we will be coming to the Board for approval to form multiple coops this summer. The first would be a coop allowing Nova Classical 9<sup>th</sup>-12<sup>th</sup> grade students to participate in football at another school. The second would be a coop allowing students from another small charter school to participate in select Nova Classical athletics programs. The benefits of this to Nova Classical is that the added participation would likely allow us to add additional teams (such as JV or C Squad) in sports which do not currently have them and increase the available opportunities for our student-athletes. If agreements on details can be reached, we will bring these to the Board for approval in the summer.

### Communications Update

As you know, the Board approved a communications plan for Nova. At the time, I shared that if approved that plan would take at least  $\frac{1}{3}$  of my time and  $\frac{1}{3}$  of our Operations Coordinator's time. Your approval made it clear that this was a priority on which we should focus. We have begun to work on implementing the communications plan and are **starting to see the results of what an alignment of focus and resources can do**. Communications Plan. Over the past several weeks, we have made several significant steps forward. These include:

- Forming a **communications team** that meets at least weekly to oversee progress toward the communications plan. Based on conversations with CEL about roles and skill sets, the membership of the team includes Ginger Gabor (Community Engagement Coordinator), Michelle Maiej (Operations Coordinator), Kriscel Estrella (Director of Human Resources), and myself.
- We have finalized the launch of **two new areas of the Nova Classical website**. The first is a new [Welcome](#) page which will combine some existing elements (such as my Know Yourself. Know the World. letter) with new elements such as "A day at Nova Classical," "Why Nova," and "Why study virtues." The welcome section is intended to be an initial starting point for those who are unfamiliar with Nova Classical. The second new area of the website is [News and Communications](#). This is intended to be a starting point for the Nova Community and will link to newsletters, videos, and other information.
- Over the past two months, we have been working with vendors to create a **short brand manifesto video**. This video is designed to be general and is usable in a number of ways including as website content, for targeted social media ads and during information nights. This video relies heavily on the Key Messages from the communications plan. We anticipate that we will create a handful of videos in the future which highlight more specific areas of the school. We have not yet used the video, however, you may view it [here](#).
- As I have mentioned previously, the brand launch last fall did not go as smoothly as we would have hoped. There are several reasons for this, but one of the bigger ones is that tight turnaround

prevented us from having **brand collateral on hand** at the launch. Members of the communications teams have been working over the last couple of months to close this gap and we now have items such as letterhead, envelopes, folders, notepads, lanyards, etc. with the new logo available to us. Because we are replacing many of these items as they run out, this list is not yet inclusive of everything that we will brand. However, between the brand video and the new collateral we feel that our branding is in a more solid spot than it was this fall.

- This summer, we will be working on some signage projects. The first is that we will be replacing the sign out front. The current sign is foam and due to age and vandalism it isn't possible to return to the condition we would like. We will be replacing it with a sign that is capable of being permanent. The work on this should be completed in June.

### **Field Repair**

We have become aware of a couple of spots on the field where the artificial turf is behaving abnormally. We are working with vendors to determine the cause of this, but it seems likely that it is related to the drainage system and sub grading which is causing some sinking. While we are hopeful that this will be a cheap and easy fix, however, I am bringing you into the loop on this now as it seems more probable that this will require a substantial repair. I will provide additional details as they become available.

### **Special Education Coordinator Hired**

Several weeks ago, I shared with you that Natalie Ferguson decided not to return to her Special Education Coordinator position at the start of the next fiscal year. The Special Education Coordinator role is vital at Nova Classical as it oversees all of the day-to-day operations of the Special Education program. Today, I am excited to share that Abby Kelley-Hands has accepted our offer to be the next Special Education Coordinator at Nova Classical Academy.

Ms. Kelley-Hands brings more than 15 years of experience in the field of education. She has served in a wide variety of roles including teaching English/Language Arts and American Government, serving as a Special Education teacher (focusing on the areas of Emotional Behavior Disorders and Specific Learning Disorders). She has also served as an Academic/Behavior Manager, Special Education Evaluation Coordinator and Special Education Coordinator.

Ms. Kelley-Hands has most recently worked for Creatively Focused, Inc. and she previously worked at Rum River Special Education Cooperative, Cambridge-Isanti School District, and Capitol Hill Gifted and Talented Magnet School.

She has expertise in ADHD, Special Education evaluations, transitions, and Federal Setting III and IV programming. Ms. Kelley-Hands has had multiple articles published in the area of equity. She holds a Master of Arts from Augsburg University where she also majored in Political Science as an undergraduate. We are excited to have Abby join our team for the upcoming school year.

### **US News & World Report High School Rankings**

US News & World Report released its annual rankings of top high schools this year. Nova Classical was ranked as the #2 high school in Minnesota. This is the third consecutive year that Nova Classical has been ranked #2. The rankings are based on the following:

1. **College Readiness 30%**

The proportions of 12th graders who took and earned a qualifying score on at least one AP or IB exam. Earning a qualifying score is worth three times more than just taking.

2. **State Assessment Proficiency 20%**  
Aggregated scores on state assessments that students may be required to pass for graduation.
3. **State Assessment Performance 20%**  
How aggregated scores on state assessments compare with U.S. News' expectations given the proportions of students who are Black, Hispanic and from low-income households.
4. **Underserved Student Performance 10%**  
Scores on state assessments aggregated just among students who are Black, Hispanic and from low-income households. These scores are compared with what is typical in the state for non-underserved students, with parity or higher being the goal.
5. **College Curriculum Breadth 10%**  
The proportions of 12th graders who took and earned a qualifying score on AP and IB exams in multiple areas. More exams are valued more than fewer exams up to a maximum of four. Earning a qualifying score on an exam is worth three times more than taking.
6. **Graduation Rate 10%**  
The proportion of entering ninth graders who graduated four academic years later.

With Math and Science Academy being ranked #1 and Eagle Ridge being ranked #3, it is notable that the top three schools in the rankings were all charter schools. The remainder of the top ten was made up of traditional public schools.