

SCHOOL DISTRICT OF WEST ALLIS-WEST MILWAUKEE, ET AL.

Zoom Meeting

**NOTICE & AGENDA
FOR THE
DEEPER LEARNING VIRTUAL ACADEMY BOARD MEETING**

February 27, 2023

11:30 AM

This meeting will be conducted via Zoom ~ on February 27, 2023, or

<https://wawmsd-org.zoom.us/j/91558646256?pwd=UkNZejV0WnFUYYVRMdXNYc3RwamdyZz09>

1. Call to Order & Notice of Posting

- 11:31 start time

2. Roll Call - Ensuring Quorum, President, & Secretary

- *Devone Smith*
- *Rick Roemer*
- *Amy Kuhahen*
- *Miles Patzer*


3. Opportunity for Public Comment

- *No public comment*

4. Action Item(s):

4.1 Middle School Enrollment Limits

Limit hit (35)

- *Proposing increase 5 seats- 35 to 40 seats- educator was questioned to be certain the increase would be manageable. We may not use all seats, and we will lose some 8th graders, but it was stated that they number was doable.*
-  *Deeper Learning Virtual Academy Application and Lottery Process reviewed and discussed*
- *Kate made motion to approve, Amy seconded the motion, All present in favor*
- *1 8th grader ready to enroll so paperwork will be updated- acceptance letter going out*

5. New Business:

5.1 Marketing Proposal

- *GOALS/PURPOSE of PROPOSAL: Video, content creation on social media at least once/week, website (they can't alter the district website), but they can consult with us and share with us how to do better*
- *Looking for a balance- best quality product and use of money and budget- money*

needs to be spent on marketing, but there will also be a need for technology in the near future

- *Devone is considering eliminating First Station and Granular
 - *First Station was well liked with Rick- proposal was well done. \$6200/package.**
- *Social Surge and Vertz - more cost effective, these two proposals are pushing forward to the lead, details discussed about both of the options. Considering these two proposals for considerations*
- *Miles mentioned that with his experience that we can get quite a bit of traction even with a proposal that is at a lower price points- Surge is least expensive*
- *Based on conversations here and with the meetings with the businesses- leaning towards Surge. The proposal outlines a 3 month contract, then we can move month to month if needed*
- *Devone to reach out to Surge to share a few more specifics around SEO and content creation so we can compare to the Vertz proposal*
- *Companies did share why they feel they'd be a good fit or why they would like to support DLVA*
- *Vertz proposal- 25 business hours/month- Miles felt that number was low*
- *All comfortable moving forward with Social Surge- we'd love to hear from them directly at a future meeting in about 3 months*

6. Adjournment

- **Amy motioned to adjourn meeting. Kate seconded that motion**
- **Meeting adjourned at 12:10pm**