

# Executive Director's Report to the Board

**Date of Report:** January 25, 2022

**Report Prepared By:** Brett Wedlund



## **Staff Retention Update**

Over the past three months (October 21-January 21), 6 of Nova's 137 ended their employment with the schools. This is down slightly from 2020 when we saw 7 employees leave during this three-month time. The positions represented by these departures include:

- General Education Teachers (1)
- Coach/Advisor (1)
- EA (2)
- Office/Administrative Staff (2)

## **Revised Calendar – Child Supervision**

As you know, at the Board's last meeting a revision to the 2021-2022 school calendar was approved which added six additional staff workdays into the school year. At the time of the meeting, we were not able to commit to providing childcare on those days, but I shared with the Board that we were looking into possible options to do so. Since that time, we have put together a plan to **provide child supervision to children in kindergarten through fifth grade free of charge** to those families who need it.

## **Charter Contract Renewal**

As you know, one of the goals set by the Board earlier this year was to have renewed the charter contract with Friends of Education (FOE). Nova Classical submitted its application for renewal and proposed goals in August. The next step in the process centered on the school's finances which we submitted following the last Board meeting. This week, **we received notification that FOE will be offering Nova Classical a 5-year charter renewal** subject to the following conditions:

- 1) Successful negotiation of the exhibits of the contract including the academic and financial goals, and
- 2) No significant changes in Nova's financial, operational, or academic status.

This is great news as it is the longest charter contract terms that is allowable under the law.

## **Communications Audit**

As you know, one of the measurables that the Board of Directors set in my 2021-2022 goals was to "Conduct a process, systems, content and outcomes externally-focused communications audit." Over the past few months, we have engaged with CEL PR to complete the communications audit. Since returning from Winter Break, **members of my team have met with CEL PR to review the audit findings and to plan next steps.**

The communications audit is a very in-depth review of our current practices and outlines many opportunities for improvement that can happen over the next several years. CEL PR has said that if we wanted to implement all of the changes in the audit, it would likely take several years to do so. We are currently looking at steps to strategically move forward. Some of the **first items where we are going to take action include:**

- Working with CEL PR to draft a **comprehensive communications plan** for Nova Classical Academy. We are hoping that this plan will be ready to present to the Board in February, but it will be done by the March meeting at the latest.
- **Hiring a Community Engagement Coordinator who will have the primary responsibility for student enrollment** and will shape the enrollment process and journey.
- Switching from our current mass email application to the system that is being used at the Lower School and Upper School levels.
- **Defining the timing of each type of communication** from the school (and likely reducing the frequency of many types of communication) to reduce the overload of communication and focus on key messages
- Developing a **page on our website that can serve as the hub** and central repository for communications from Nova Classical Academy to the community.
- Consider options for Search Engine Optimization and whether the benefits of implementing are worth the investment (which will likely be \$10,000+)