



REGULAR SCHEDULED GOVERNANCE COUNCIL MEETING MINUTES

Wednesday, February 9, 2022 @ 5:00pm

Meeting Room: Via Zoom

10301 Candelaria Rd. NE, Albuquerque, NM 87112

BOARD MEMBERS PRESENT	BOARD MEMBERS ABSENT	ALSO IN ATTENDANCE	PUBLIC IN ATTENDANCE
Deborah Burns Tammy Gerrard Michael Hamel Debra Jensen Scott Struve		Christine Lutz Lisa Mora Joanie Griffin DeAnn O'Connor Eric Layer joined at 5:33	

MINUTES RECORDED BY: Debra Jensen

Transcribed by: Dana Smith

These minutes were approved on February 16, 2022

DocuSigned by:
 President: Deborah Burns
 DocuSigned by:
 Recorded by: Debra Jensen
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****Items up for approval during this meeting and/or required action taken, are in RED print.***
*****SSLC policies are available to the public. Please e-mail Dana Smith (dsmith@sslc-nm.com) to request a copy of the policy/policies as referenced within this document.***

OPENING BUSINESS

CALL TO ORDER

Mrs. Burns called the Southwest Secondary Learning Center (SSLC) Governing Council Board (GCB) Meeting to order on Wednesday, February 9, 2022, at 5:00 pm via Zoom.

ROLL CALL

Mrs. Burns, present
Mr. Hamel, present
Ms. Gerrard, present
Mrs. Jensen, present
Mr. Scott Struve, present

PLEDGE OF ALLEGIANCE

Mrs. Burns asked everyone to join her in the Pledge of Allegiance.

ADOPTION OF THE AGENDA

Mrs. Burns asked for a motion to adopt the agenda. Mrs. Jensen made the motion to adopt the agenda and Mr. Hamel seconded the motion. Mrs. Burns called for a roll call vote, unanimous yes, **Motion passed.**

REVIEW /APPROVAL OF MINUTES 1-26-22 Special meeting

Mrs. Burns asked for a motion to approve the minutes. Mr. Hamel made a motion to approve the minutes and Ms. Gerrard seconded the motion. Mrs. Burns called for a roll call vote, unanimous yes, **Motion passed.**

MARKETING PROPOSALS PRESENTATIONS (The Governance Council was provided the marketing proposals in advance)

A. Sunny 505- Ms. Joanie Griffin/DeAnn O'Connor

Proposal included: programmatic displays, programmatic videos (ads on smart TV's, pre-roll ads on YouTube videos, etc.), Paid Search that will target people actively searching for Charter Schools. Social mirroring will provide ads that look like posts. Additional possible targets would be grandparents and 7th graders. The company will use a range of marketing strategies and the data generated will be evaluated weekly to allow for rapid redirection of funds and emphasis on those strategies that have been most effective. Sunny505 is ready to begin work immediately. They view the schools strengths for marketing as:

- Flexibility
- Graduating with College Credit
- STEM

B. McKee Wallwork + Company- Mr. Eric Layer

Mr. Layer discussed the changing landscape of digital advertising and the decreasing willingness of audiences to click on paid ads. Also discussed the limits of SEO- Search engine optimization. It remains an important component for evaluation but does not provide a complete picture. Would like to focus on DEO- Digital Experience Orienting that allows for rapid redirection within a structure and framework. This is a longer term approach and would be more of a bottom up approach to marketing. MWC would like to focus on a comprehensive strategy for branding the school and diminish negative content that arises when viewers search the school. MWC would attempt to use the existing website and try to optimize the site through a data-driven approach. MWC uses monthly billing that can be cancelled at any time. They see opportunities to overtake search terms such as “Best Charter School in Albuquerque”, to push negative PR out of the rankings, and to capitalize on being “different” not “bigger”.

ACTION ITEMS

MARKETING/ADVERTISING EXPENDITURE AND CONTRACT

The Board supported the decision to begin the DEO (Digital Experience Orienting) with McKee Wallworks + Company immediately. Discussed that Charrette Planning funds should not be separated into separate “purchases” in order to avoid requirements to obtain an RFP.

After discussion Mrs. Burns asked for a motion to approve the McKee Wallworks + Company proposal and begin the RFP process by seeking proposals for long-term branding efforts. Mr. Hamel made the motion and Mrs. Burns seconded the motion. Mrs. Burns called for a roll call vote, unanimous yes, **Motion passed.**

CLOSED SESSION

PURSUANT TO SECTION 10-15-1 (H) (2), THE BOARD WILL MEET IN CLOSED SESSION TO DISCUSS LIMITED PERSONNEL MATTERS FOR THE PURPOSE OF THE HEAD ADMINISTRATOR EVALUATION.

Mrs. Burns asked for a motion to go into closed session PURSUANT TO SECTION 10-15-1 (H) (2), THE BOARD WILL MEET IN CLOSED SESSION TO DISCUSS LIMITED PERSONNEL MATTERS FOR THE PURPOSE OF THE HEAD ADMINISTRATOR EVALUATION.

Mrs. Jensen made the motion and Ms. Gerrard seconded the motion. Mrs. Burns called for a voice vote, unanimous yes. **Motion passed.**

TIME INTO CLOSED SESSION: 6:57 PM

TIME BACK FROM CLOSED SESSION: 8:05 PM

Mrs. Burns asked for a motion to come out of closed session.

ACTION ITEMS OR NONE?

Only matters regarding the Head Administrator Contract were discussed and no action was taken.

ADJOURNMENT

The meeting adjourned at 8:06 pm.

The next Governing Council Board Meeting is February 16, 2022 at 5:00 via Zoom platform.