

Board Meeting

December 16th , 2023
4:30pm

North Side Middle School
620 N. Grand Ave
3rd Floor - Library
St. Louis, MO 63103



Elementary Campus
3033 N. Euclid Ave.
St. Louis, MO 63115
(314) 385-9502

Middle School Campus
620 N. Grand Blvd.
St. Louis, MO 63103
(314) 499-2009 x3100

Early Childhood Center
1916 N. Euclid Ave.
St. Louis, MO 63113
(314) 385-9502 x21001

**Board of
Directors Meeting
Jan 16,
2024
4:30 pm**

Location:
North Side Community Middle School
620 N. Grand Ave.
St. Louis, MO 63103
3rd Floor - Library

ZOOM Link:

Call to Order	Kathy Anderson
Approval of December 14, 2023 Minutes	Kathy Anderson
Period for Public Comment*	Kathy Anderson
Executive Director's Report <ul style="list-style-type: none">● Items of Significance● Matters Requiring Board Approval● Compliance Update● Organizational Metrics	Doug Thaman
Finance Report <ul style="list-style-type: none">● Financials - October 2023	Carlton Brooks/Will Randall
Committee Reports <ul style="list-style-type: none">● Development Committee● Young Friends● Governance Committee● Facilities Committee● Strategic Planning	Tracee Holmes Hiral Patel Byron Francis Ross Woolsey Mike Quinlan
Old Business <ul style="list-style-type: none">● None	

New Business

- **Reading Intervention Presentation**

Adonica Radford

Attachments:

Executive Director's Report

Financials

Development Report

*Those who wish to provide public comment to the Board must sign up in advance and are limited to 3 minutes.



NORTH SIDE COMMUNITY SCHOOL
Special Board Meeting Minutes
December 14, 2023

Present: Board Members: Kathy Anderson, Carlton Brooks, Mike Carpenter, Fred Falker, Shana Fick, Byron Francis, Tracee Holmes, Mike Quinlan, Pat Shipley, Ken Rinderknecht.

School Staff: Dr. Douglas Thaman, Mike Hall.

Others: Ryan Bumb.

12:05 PM - Special Board Meeting was officially called to order by Kathy Anderson, Board President, via Zoom.

12:06 PM - *It was moved, seconded and approved by vote of Board members to go into Executive Session. In Executive Session extensive discussion was held regarding issues relating to real estate and Middle School matters.

1:24 PM - *The Board voted to leave Executive Session.

1:25 PM - The Board Meeting was adjourned.

Respectfully submitted,

Ken Rinderknecht, Secretary



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Executive Director's Report January 16, 2024

Items to Update

1. **December at North Side Community School** - In December at North Side Community School, the spirit of joy and community radiated through our halls as we celebrated the festive season while still maintaining a focus on student learning. Our elementary students showcased their talents in a terrific winter performance. Classrooms came alive with fun parties, fostering a sense of camaraderie. The tradition of annual student gift-giving ensured that every child received a present, creating smiles and spreading the joy of the holidays. Meanwhile, our middle school students embarked on enlightening field trips to the Art Museum and Holocaust Museum, deepening their understanding of the world. As a special recognition, attendance champions were rewarded with a performance by Cirque du Soleil at The Fox Theatre.
2. **Extended Day Session 2** - The second session of Extended Day begins Tuesday, January 16th. Opportunities offered this session include:
 - Basketball
 - Cheerleading
 - Gaming
 - Comedy Club
 - Arts and Design
 - Girls Club
 - Music Production
 - Gardening
 - Recorder
 - Homework Help

Matters Requiring Board Approval

1. **Board Policies** - Due to legislative changes in the Missouri State Statutes in 2023, revisions must be made to the following Board Policies:



3033 N. Euclid Ave. St. Louis, MO 63115 | 314.385.9502 | www.northsidecommunityschool.org

- a. Conflict of Interest
- b. Sunshine Law
- c. Family and Medical Leave Act
- d. Braille Instruction

Draft policies will be developed and brought to the Board for consideration as part of the February 2024 meeting. In addition, a suggested Student Retention Policy will be brought forward for Board consideration.

Compliance Update

Organizational Metrics

Grade	# of Classroom	Full Enrollment - Prior to Start of Year (10/Class)	Full Enrollment - Throughout the Year (Based on 15 per room)	Enrolled	Available Seats 23-24 (15/Class)
PreK	3	30	30	29	1
Kindergarten	3	54	45	40	5
First Grade	3	54	45	50	0
Second Grade	3	54	45	47	0
Third Grade	3	54	45	47	0
Fourth Grade	3	54	45	48	0
Fifth Grade	3	54	45	45	0
Sixth Grade	3	54	45	47	0
Seventh Grade	3	54	45	39	6
Eighth Grade	3	54	45	41	4
TOTAL	30	516	435	433	16

North Side Community School

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SCHOOL	ATTENDANCE % WEEK 1 8/21	ATTENDANCE % WEEK 2 8/28	ATTENDANCE % WEEK 3 9/5	ATTENDANCE % WEEK 4 9/11
NSCS	99%	99%	98%	98%
NSGC	96%	96%	93%	94%

SCHOOL	ATTENDANCE % WEEK 5 9/18	ATTENDANCE % WEEK 6 9/25	ATTENDANCE % WEEK 7 10/2	ATTENDANCE % WEEK 8 10/9
NSCS	98%	98%	98%	97%
NSGC	97%	97%	98%	98%

SCHOOL	ATTENDANCE % WEEK 9 10/16	ATTENDANCE % WEEK 10 10/23	ATTENDANCE % WEEK 11 10/30	ATTENDANCE % WEEK 12 11/6
NSCS	93%	93%	93%	88%
NSGC	93%	89%	92%	89%

SCHOOL	ATTENDANCE % WEEK 9 11/13	ATTENDANCE % WEEK 10 11/27	ATTENDANCE % WEEK 11 12/4	ATTENDANCE % WEEK 12 12/11
NSCS	93%	94%	92%	93%
NSGC	91%	89%	87%	88%

SCHOOL	ATTENDANCE % WEEK 9 12/18	ATTENDANCE % WEEK 10 1/3	ATTENDANCE % WEEK 11 1/8	ATTENDANCE % WEEK 12 1/16
NSCS	91%	90%	92%	
NSGC	82%	84%	90%	

North Side Community School

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SCHOOL	ATTENDANCE % WEEK 9	ATTENDANCE % WEEK 10	ATTENDANCE % WEEK 11	ATTENDANCE % WEEK 12
NSCS				
NSGC				

North Side Community School			
Balance Sheet - Consolidated w/ FA and Note Payable			
November 2023			
Total Assets			
Current Assets			
1111 CASH IN BANK	\$200,000		
1112 Sweep Account	\$201,362		
1143 US Treasury Bills	\$1,800,000		
1132 PETTY CASH	\$650		
Total Cash	\$2,202,012		
Current Assets	\$2,202,012		
Long-term Assets			
1510 Land	\$450,400	FY23 Audited	
1511 Improvements Other Than Buildings	\$1,028,307	FY23 Audited	
1521 Buildings and Remodeling	\$3,092,085	FY23 Audited	
1540 Equipment	\$145,179	FY23 Audited	
1542 Classroom Instructional Apparatus	\$0	FY23 Audited	
1544 School Buses	\$0	FY23 Audited	
1549 Other (Accumulated Depreciation)	-\$1,014,198	FY23 Audited	
Long-term Assets	\$3,701,773		
Total Assets	\$5,903,785		
Total Liabilities & Net Assets			
Current Liabilities			
2111 ACCOUNTS PAYABLE-	\$0		
Long-term Liabilities			
2121 LOAN PAYABLE (3.07% rate)	\$775,267	F34	
General Payable			
Total Liabilities (Current & Long-Term)	\$775,267		
Net Assets - Fund Balance			
Beginning net asset balance - July 1	\$5,175,984	FY23 Audited	
Change in net assets	(84,046.73)	P&L Budget to Actual tab	
Add capital expenses YTD	\$0	P&L Budget to Actual tab	
Add back YTD principal payments	\$36,581	X	
Ending Net Assets	\$5,128,518		
Total Liabilities & Net Assets	\$5,903,785		
	\$0		

Loan/Note Payable Details		2023-2024	
Ending June 30, 2023 Balance		811,848	
Principal payments YTD	\$ 36,581	X	P&L Budget to Actual tab
Ending Principal Balance	\$ 775,267		

November 2023

Revenues	Budget	Month	YTD Actual	Expected YTD
Prop C	643,500	71,588	338,128	268,125
State Funds	7,027,370	536,689	2,698,998	2,928,071
Federal Funds	2,184,992	207,434	525,504	910,413
Donations and Grants	573,507	15,219	71,093	238,961
Other Revenue	15,000	35	1,142	6,250
Investment Income	74,060	112	636	30,858
Total Revenues	10,518,429	831,077	3,635,501	4,382,679
Expenses	Budget	Month	YTD Actual	Expected YTD
ES and MS Salaries and Benefits	3,563,593	246,316	1,125,785	1,484,830
Special Education Salaries and Benefits	299,857	26,609	154,272	124,940
All Other Instructional Expenses	261,250	51,946	232,527	108,854
Student Activities	33,376	5,402	5,402	13,907
Student Services	297,470	56,422	169,348	123,946
Instructional Staff Support	482,880	49,425	243,415	201,200
General Admin and Central Services	912,911	99,843	486,270	380,380
Building Administration	865,011	61,251	311,835	360,421
Operation of Plant	975,042	84,474	521,241	406,268
Transportation	584,532	71,283	214,294	243,555
Food Service	356,782	34,669	119,837	148,659
ECC and Afterschool Academics	258,315	38,787	85,991	107,631
Facility Acq. And Construction	0	0	0	
Debt Service: Interest & Principal	98,440	16,407	49,220	41,017
Total Expenses	8,989,458	842,834	3,719,436	3,745,608

Change in Net Assets	1,528,971	-11,757	-83,935	637,071
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Notes:
All Other Instructional Expenses: Summer school, supplies, and services related to instr
Instructional Staff Support: Professional Development, Instructional Coaches, Curriculum Coordinator
General Admin and Central Services: Executive Director, Finance Director, Accountant, Development director,
Building Administration: School Secretary, Asst. Principals, and Principals
Operation of Plant: Facility Manager, Janitors, Building Supplies, Cleaning Supplies, Repairs and Maintenance, Utilities, Property Insurance, Security, Equipment
Communitis Services: Teachers and Staff related to ECC

North Side Community School			
Balance Sheet - Consolidated w/ FA and Note Payable			
December 2023			
Total Assets			
Current Assets			
1111 CASH IN BANK	\$200,000		
1112 Sweep Account	\$81,142		
1143 US Treasury Bills	\$1,695,619		
1132 PETTY CASH	\$650		
Total Cash	\$1,977,411		
Current Assets	\$1,977,411		
Long-term Assets			
1510 Land	\$450,400	FY23 Audited	
1511 Improvements Other Than Buildings	\$1,028,307	FY23 Audited	
1521 Buildings and Remodeling	\$3,092,085	FY23 Audited	
1540 Equipment	\$145,179	FY23 Audited	
1542 Classroom Instructional Apparatus	\$0	FY23 Audited	
1544 School Buses	\$0	FY23 Audited	
1549 Other (Accumulated Depreciation)	-\$1,014,198	FY23 Audited	
Long-term Assets	\$3,701,773		
Total Assets	\$5,679,184		
Total Liabilities & Net Assets			
Current Liabilities			
2111 ACCOUNTS PAYABLE-	\$0		
Long-term Liabilities			
2121 LOAN PAYABLE (3.07% rate)	\$769,084	F34	
General Payable			
Total Liabilities (Current & Long-Term)	\$769,084		
Net Assets - Fund Balance			
Beginning net asset balance - July 1	\$5,175,984	FY22 Audited	
Change in net assets	(315,613.16)	P&L Budget to Actual tab	
Add capital expenses YTD	\$6,965	P&L Budget to Actual tab	
Add back YTD principal payments	\$42,764	X	
Ending Net Assets	\$4,910,100		
Total Liabilities & Net Assets	\$5,679,184		
	\$0		

Loan/Note Payable Details		2023-2024	
Ending June 30, 2023 Balance		811,848	
Principal payments YTD	\$ 42,764	X	P&L Budget to Actual tab
Ending Principal Balance	\$ 769,084		

December 2023

Revenues	Budget	Month	YTD Actual	Expected YTD
Prop C	643,500	50,991	389,119	321,750
State Funds	7,027,370	508,573	3,207,571	3,513,685
Federal Funds	2,184,992	158,857	684,361	1,092,496
Donations and Grants	573,507	49,573	120,657	286,754
Other Revenue	15,000	597	1,739	7,500
Investment Income	74,060	0	525	37,030
Total Revenues	10,518,429	768,590	4,403,971	5,259,214
Expenses	Budget	Month	YTD Actual	Expected YTD
ES and MS Salaries and Benefits	3,563,593	648,993	1,431,675	1,781,797
Special Education Salaries and Benefits	299,857	72,888	226,556	149,928
All Other Instructional Expenses	261,250	61,147	315,448	130,625
Student Activities	33,376	1,075	6,477	16,688
Student Services	314,848	69,141	207,226	157,424
Instructional Staff Support	482,880	35,404	278,819	241,440
General Admin and Central Services	912,911	82,077	586,006	456,456
Building Administration	865,011	56,436	373,266	432,505
Operation of Plant	975,042	97,186	627,935	487,521
Transportation	584,532	65,171	279,866	292,266
Food Service	356,782	112,290	225,834	178,391
ECC and Afterschool Academics	258,315	13,413	100,097	129,157
Facility Acq. And Construction	0	0	0	
Debt Service: Interest & Principal	98,440	8,203	57,423	49,220
Total Expenses	9,006,836	1,323,425	4,716,627	4,503,418

Change in Net Assets	1,511,592	-554,835	-312,656	755,796
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Notes:
All Other Instructional Expenses: Summer school, supplies, and services related to instr
Instructional Staff Support: Professional Development, Instructional Coaches, Curriculum Coordinator
General Admin and Central Services: Executive Director, Finance Director, Accountant, Development director,
Building Administration: School Secretary, Asst. Principals, and Principals
Operation of Plant: Facility Manager, Janitors, Building Supplies, Cleaning Supplies, Repairs and Maintenance, Utilities, Property Insurance, Security, Equipment
Communitis Services: Teachers and Staff related to ECC

Check Register by Type

Payee Type: Vendor		Check Type: Automatic Payment			Checking Account ID: CHECKING			
<u>Check Number</u>	<u>Check Date</u>	<u>Cleared</u>	<u>Void</u>	<u>Void Date</u>	<u>Entity ID</u>	<u>Entity Name</u>	<u>Check Amount</u>	
1328	11/13/2023	X			UNITEDHEAL	UHS Premium Billing	47,827.80	
1329	11/20/2023	X			ANNEMILLE1	Anne Miller Educational Consulting, LLC	15,000.00	
1330	11/17/2023	X			KUNAFODSE	Kuna Foodservice	7,669.72	
1331	11/17/2023	X			PAYROLLPO	Payroll Purchase Order	7,140.06	
1500	12/04/2023	X			MARTINBROS	Martin Brothers	73,809.41	
11224	11/30/2023				TECHELECTR	Tech Electronics, Inc.	75.00	
11846	11/15/2023				SKYHAWKSST	Skyhawks St. Louis	750.00	
11867	11/30/2023				JOHNVANCE	John Vance	85.50	
11868	12/07/2023	X			STAPLES	Staples	9,803.44	
20000	11/30/2023	X			WELLSFARGO	Wells Fargo	13,008.64	
20001	11/01/2023	X			STAPLES	Staples	7,016.50	
20002	11/02/2023	X			ARCHWAYENG	Archway Engraving	875.00	
20003	11/13/2023	X			ROTTLER	Rottler Pest & Lawn SOLUTIONS	53.00	
20004	11/07/2023	X			WEXBANK	WEX Bank	6,477.91	
20005	11/28/2023	X			AMEREN	Ameren Missouri	3,317.46	
20006	11/08/2023	X			MSD	Metropolitan St. Louis Sewer District	329.13	
20007	11/08/2023	X			AMAZONCAPI	Amazon Capital Services	6,925.63	
20008	11/13/2023	X			UNITEDHEAL	UHS Premium Billing	5,283.63	
20009	11/14/2023	X			TMOBILE	T-MOBILE	116.73	
20010	11/14/2023	X			FIRSTINSUR	First Insurance Funding	6,583.88	
20011	11/15/2023	X			ACCIDENTFU	Accident Fund	4,531.80	
20012	11/16/2023	X			FACILITIES	Facilities Management Express, LLC	3,937.50	
20013	11/20/2023	X			GORDONFOOD	Gordon Foodservice, Inc.	3,736.31	
20014	11/21/2023	X			CHARTERBUS	Charter Communications	332.12	
20015	11/21/2023	X			KUNAFODSE	Kuna Foodservice	7,669.72	
20016	11/24/2023	X			PAYLOCITY	Paylocity	57.90	
20017	11/28/2023	X			SPIRE	Spire	1,445.51	
111623	11/16/2023	X			MIDWESTBA1	Midwest BankCentre Card	23,653.29	
120123	12/01/2023	X			PAYROLLPO	Payroll Purchase Order	6,861.26	
120423	12/04/2023	X			DELTADENTA	Delta Dental of Missouri	616.73	
120523	12/05/2023	X			ROTTLER	Rottler Pest & Lawn SOLUTIONS	406.00	
120623	12/06/2023	X			METROPOLI1	Metropolitan st. louis sewer district	334.68	
120823	12/08/2023	X			HOMEDEPOT	Home Depot Credit Services	3,413.29	
121123	12/11/2023	X			MIDWESTBAN	Midwest BankCentre	30.00	
121423	12/14/2023	X			TMOBILE	T-MOBILE	116.73	
1122024	01/12/2024				TECHELECTR	Tech Electronics, Inc.	5,625.00	
1205123	12/05/2023	X			TECHELECTR	Tech Electronics, Inc.	75.00	
1211123	12/11/2023	X			AMEREN	Ameren Missouri	2,711.56	
1211124	12/14/2023	X			GORDONFOOD	Gordon Foodservice, Inc.	7,531.65	
1211125	12/15/2023	X			WEXBANK	WEX Bank	7,119.33	
1211126	12/20/2023	X			CHARTERBUS	Charter Communications	279.94	
1211127	12/21/2023	X			PAYLOCITY	Paylocity	2,339.23	
1211128	12/26/2023	X			BENEFLEXHR	Beneflex HR	65.80	
1211129	12/26/2023	X			GREGORYFXD	Collector of Revenue	1,634.39	
1211130	12/27/2023	X			WASTEMANAG	Waste Management	2,351.33	
1211131	12/28/2023	X			WELLSFARGO	Wells Fargo	765.20	
1211132	12/04/2023	X			DELTADENTA	Delta Dental of Missouri	4,010.68	
1211133	12/15/2023	X			PAYROLLPO	Payroll Purchase Order	12,049.64	
1211134	12/04/2023	X			UNITEDHEAL	UHS Premium Billing	61,151.93	
1211135	12/06/2023	X			KYLESHAFFE	Kyle Shaffer	1,062.50	
1211136	12/13/2023	X			FIRSTINSUR	First Insurance Funding	6,583.88	
1211137	12/13/2023	X			ACCIDENTFU	Accident Fund	4,531.80	
1211138	12/29/2023	X			JENSENMARY	Mary Jensen	8,610.02	
1211139	12/29/2023	X			RITADANIEL	Rita Daniels	2,767.30	
Checking Account ID: CHECKING					Void Total:	0.00	Total without Voids:	400,557.46
Check Type Total: Automatic Payment					Void Total:	0.00	Total without Voids:	400,557.46

Payee Type: Vendor		Check Type: Check			Checking Account ID: CHECKING		
<u>Check Number</u>	<u>Check Date</u>	<u>Cleared</u>	<u>Void</u>	<u>Void Date</u>	<u>Entity ID</u>	<u>Entity Name</u>	<u>Check Amount</u>

Payee Type: Vendor		Check Type: Check			Checking Account ID: CHECKING		
Check Number	Check Date	Cleared	Void	Void Date	Entity ID	Entity Name	Check Amount
1110	12/15/2023				NILSEN	Zachary Nilsen	1,730.40
11821	11/02/2023	X			THETHIRDBA	The Third Baptist Church of St. Louis	16,666.66
11822	11/02/2023	X			SPORTSPRIN	Sportsprint	960.50
11833	11/07/2023	X			CLAYTONIMP	Clayton Imperial Painting Co.	2,400.00
11834	11/09/2023	X			MIDWESTTRA	Midwest Transit Equipment, Inc	23,320.00
11835	11/15/2023	X			MARQUAMCGU	Marqua McGull-Billingsley	594.65
11836	11/15/2023	X			JOHNVANCE	John Vance	102.76
11839	11/13/2023	X			HESHIMUWIL	Heshimu Wilson	300.00
11840	11/13/2023	X			OLIVERCART	Oliver Carter	300.00
11841	11/13/2023	X			PSRS	Public School Retirement System	47,604.48
11843	11/15/2023	X			AUGUSTUSEU	Augustus E. Brooks	925.29
11844	11/15/2023	X			FOXKPLR	Fox2/KPLR11	1,500.00
11845	11/15/2023	X			STLOUISPRO	St. Louis Protection Security Service	6,645.00
11847	11/16/2023	X			ALLSTARPUM	All Star Pumping & Sewer Services	170.00
11848	11/16/2023	X			ANGADARTSH	Angad Arts Hotel	630.00
11849	11/16/2023	X			ASSISTSERV	Assist Services, LLC	6,292.65
11850	11/16/2023	X			CAMPRINTIN	CAM Print Incorporated	2,505.39
11851	11/16/2023	X			CENTRALDIS	Central District Alarm, Inc	500.10
11852	11/16/2023	X			COMMERCIAL	Commercial Kitchen Services	1,813.00
11853	11/16/2023	X			CONCENTRA	Concentra	271.00
11854	11/16/2023	X			HOUGHTONMI	Houghton Mifflin	240.00
11855	11/16/2023	X			LEARNINGAZ	Learning A-Z	3,277.60
11856	11/16/2023	X			OPENUPRESO	Open Up Resources	1,727.23
11857	11/16/2023	X			PLUMBERSSU	Plumbers Supply	1,102.81
11858	11/16/2023	X			SCHOLASTIC	Scholastic, Inc	153.56
11859	11/16/2023	X			STLOUISAME	St. Louis American Newspaper	958.25
11860	11/16/2023	X			STLOUISCI1	St. Louis City League	2,500.00
11861	11/16/2023	X			SUPERDUPER	Super Duper Publications	99.95
11862	11/16/2023	X			WESTBROOKC	Westbrook & Co.	3,962.01
11865	11/28/2023	X			FOXKPLR	Fox2/KPLR11	700.00
11866	11/30/2023	X	X	11/30/2023	AUGUSTUSEU	Augustus E. Brooks	852.30
11868	11/30/2023	X	X	11/30/2023	MARQUAMCGU	Marqua McGull-Billingsley	410.36
11869	11/30/2023	X			AUGUSTUSEU	Augustus E. Brooks	852.30
11870	11/30/2023	X			MARQUAMCGU	Marqua McGull-Billingsley	410.36
11871	12/15/2023				AUGUSTUSEU	Augustus E. Brooks	852.30
11872	11/29/2023	X			CLAYTONIMP	Clayton Imperial Painting Co.	2,800.00
11873	11/30/2023				ACOMLETEK	A Complete Key Service	280.00
11874	11/30/2023				ADAMS	Michelle Adams	575.00
11875	11/30/2023				AMAZONCAPI	Amazon Capital Services	23,703.77
11876	11/30/2023				ANNACOLLIE	Anna Collier-Moore	145.70
11877	11/30/2023				BETHLEHEML	Bethlehem Lutheran Church	135.00
11878	11/30/2023				BRANNEKYSO	Branneky & Sons	90.09
11879	11/30/2023				CENTRALSTA	Central States Bus Sales, Inc.	401.80
11880	11/30/2023				COMMUNICAT	Communications Technologies, Inc	796.00
11881	11/30/2023				CUSTOMMEET	Custom Meeting Planners	500.00
11882	11/30/2023				MSBA	Missouri School Board Association	6,455.36
11883	11/30/2023				PLUMBERSSU	Plumbers Supply	34.91
11884	11/30/2023				SCHOLASTIC	Scholastic, Inc	87.60
11885	11/30/2023				SPEEDEWAY	Speed-E-Way	164.64
11886	11/30/2023				STLOUISPRO	St. Louis Protection Security Service	6,117.50
11887	11/30/2023				TENNESSEE1	Tennessee Theatre Company	675.00
11888	11/30/2023				TYLERTECH	Tyler Technologies, Inc.	2,500.00
11889	11/30/2023				VNASTL	VNASTL	25.00
11890	11/30/2023				YESCO	YESCO	2,029.00
11891	11/30/2023				ZERRLAWNCA	Zerr Lawn Care and Landscape LLC	3,300.00
11893	01/12/2024				AMAZONCAPI	Amazon Capital Services	382.25
11894	01/12/2024				APPLETREEI	AppleTree Institute	900.00
11895	01/12/2024				BRANNEKYSO	Branneky & Sons	537.27
11896	01/12/2024				COLLABORAT	Collaborative Strategies Inc	13,985.00

Payee Type: Vendor		Check Type: Check			Checking Account ID: CHECKING		
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11897	01/12/2024				GREGORYFXD	Collector of Revenue	228.32
11898	01/12/2024				COMMUNICAT	Communications Technologies, Inc	70.68
11899	01/12/2024				CRESTSIDEB	Crestside Ballwin Heating & Cooling	4,170.00
11900	01/12/2024				DRC	DRC Corporation	475.20
11901	01/12/2024				EDUCATIONP	Education Plus	1,350.00
11902	01/12/2024				GFIDIGITAL	GFI Digital	643.38
11903	01/12/2024				HOPSKIPDRI	HopSkipDrive	808.00
11904	01/12/2024				KUNAFODSE	Kuna Foodservice	3,570.12
11905	01/12/2024				KYLESHAFPE	Kyle Shaffer	1,062.50
11906	01/12/2024				LACLEDECAB	Laclede Cab Company	142.95
11907	01/12/2024				LEARNINGAZ	Learning A-Z	514.80
11908	01/12/2024				MASTERTEAC	Master Teacher Awards	143.15
11909	01/12/2024				MATTHEWSDI	Matthews Dickey Club	325.00
11910	01/12/2024				MIDWESTTRA	Midwest Transit Equipment, Inc	444.77
11911	01/12/2024				NAVIGATE36	Navigate360, LLC	2,158.38
11912	01/12/2024				OFFICEDEPO	Office Depot	1,725.20
11913	01/12/2024				PLUMBERSSU	Plumbers Supply	187.08
11914	01/12/2024				SCHOOLSPEC	School Speciality, LLC	632.06
11915	01/12/2024				SERVSAFECE	ServSafe Certification	179.00
11916	01/12/2024				STLOUISART	St. Louis Art Museum	230.00
11917	01/12/2024				STLOUISKAP	St. Louis Kaplan Feldman Holocaust Museum	240.00
11918	01/12/2024				STLOUISMOM	St. Louis Mom	600.00
11919	01/12/2024				STLOUISPRO	St. Louis Protection Security Service	3,592.50
11920	01/12/2024				STARVACUUM	Star Vacuum	317.38
11921	01/12/2024				STARBEAMSU	Starbeam Supply Co	507.22
11922	01/12/2024				STINSON	Stinson LLP	240.00
11923	01/12/2024				THETHIRDBA	The Third Baptist Church of St. Louis	240.00
11924	01/12/2024				THIRTYSEVE	ThirtySeven 4 LLC	649.00
11925	01/12/2024				TUETHKEENE	Tueth, Keeney, Cooper, Mohan & Jackstadt, P.C.	108.00
11926	01/12/2024				UNIFIRSTCO	UniFirst Corporation	1,532.79
11927	12/15/2023				MARQUAMCGU	Marqua McGull-Billingsley	1,450.22
11928	01/12/2024				1042TACMED	10-42 Tac Med LLC	322.17
11929	01/12/2024				ACOMLETEK	A Complete Key Service	469.00
11930	01/12/2024				ASSISTSERV	Assist Services, LLC	11,893.35
11931	01/12/2024				BEYONWORD	Beyond Words	23,370.00
11932	01/12/2024				CENTRALDIS	Central District Alarm, Inc	50.75
11933	01/12/2024				CENTRALSTA	Central States Bus Sales, Inc.	401.80
11934	01/12/2024				COMMUNICAT	Communications Technologies, Inc	398.00
11935	01/12/2024				DOCUSIGN	DocuSign	1,876.80
11936	01/12/2024				GOPHER	Gopher	1,332.52
11937	01/12/2024				JUNIORACHI	Junior Achievement of Greater St. Louis	375.00
11938	01/12/2024				LDRADMSERV	LDR ADMServices	603.75
11939	01/12/2024				LYNHILSCLE	Lyn-Hils Cleaning Service, INC.	11,594.25
11940	01/12/2024				MIRIAMSCHO	Miriam School and Learning Center	913.75
11941	01/12/2024				ROYALPAPER	Royal Papers Inc.	190.35
11942	01/12/2024				STLOUISPRO	St. Louis Protection Security Service	3,592.50
11943	01/12/2024				STARVACUUM	Star Vacuum	3,942.02
11944	01/12/2024				WAMSER	Rachel Wamser	750.00
11946	01/12/2024				SKYHAWKSST	Skyhawks St. Louis	750.00
11947	01/12/2024				ASSISTSERV	Assist Services, LLC	8,605.80
11948	01/12/2024				FIRESAFETY	Fire Safety	405.00
11949	01/12/2024				FOXKPLR	Fox2/KPLR11	199.79
11950	01/12/2024				LACLEDECAB	Laclede Cab Company	78.75
11951	01/12/2024				MERLOPLUMB	Merlo Plumbing Co., Inc.	867.00
11952	01/12/2024				METROHEAT	Metro Theater Company	750.00
11953	01/12/2024				MIRIAMSCHO	Miriam School and Learning Center	18,307.50
11954	01/12/2024				OCCUTEC	Occu-Tec	10,224.00
11955	01/12/2024				STLOUISPRO	St. Louis Protection Security Service	3,602.50
11956	01/02/2024				AUGUSTUSEU	Augustus E. Brooks	779.77

Check Register by Type

Payee Type: Vendor		Check Type: Check			Checking Account ID: CHECKING		
<u>Check Number</u>	<u>Check Date</u>	<u>Cleared</u>	<u>Void</u>	<u>Void Date</u>	<u>Entity ID</u>	<u>Entity Name</u>	<u>Check Amount</u>
11957	01/02/2024				JOHNVANCE	John Vance	65.28
11958	01/02/2024				MARQUAMCGU	Marqua McGull-Billingsley	959.94
1122024	12/20/2023				MIDWESTBA1	Midwest BankCentre Card	24,501.45
1236478	11/30/2023				STEWART	Che Stewart	1,582.42
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Grand Total:					Void Total:	1,262.66	Total without Voids: 761,539.51

Development Committee Meeting: January 10, 2024

Board Meeting: January 16, 2024

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- I. Development
 - A. 2023-2024 Funding Summary
 - B. Grant Update
 - C. Grant Calendar Update
 - D. Donor Relations
 - E. Fundraising Plan
 - F. End of Year Appeal
- II. Marketing & Communications
 - A. Teacher Recruitment
 - B. Student Recruitment
 - C. PR & Marketing Plan
- III. Gala
 - A. Website
 - B. Sponsorships

2023-2024 Funding Summary

Fund Type	Goal	YTD	Loss/Gain
Fundraisers	\$200,000	\$10,890.40	-\$189,109.60
Corporate & Individual Donations	\$150,000	\$72,468	-\$77,532
Grants	\$700,000	\$625,900	-\$74,100
Total	\$1,050,000	\$709,258.40	-\$340,741.60

Grant Update

Grant Requested Submitted & Pending to Date

Grant Maker	Amount Requested	Purpose
The Mockingbird Foundation	\$6,000	Music Equipment
P Buckley Moss Foundation for Children's Education	\$1,000	Art Supplies
Gateway Children's Charity	\$30,000	PreK Capacity Building
Old Newsboys	\$3,000	Supplies- Middle School
Boniface Foundation	\$60,000	ECC Development
Vatterott Foundation	\$10,000	Curriculum Support
Lorrie Otto Seeds For Education	\$300	Garden Development
Competency-based Education	\$400,000	Curriculum Development
ITEF Innovator Grant	\$50,000	Drone Program
Clifford Willard Gaylord Foundation	\$10,000	Classroom Supplies
Budding Botanist	\$1,000	Gardening
NCTM Teacher Professional Development Grant 6-8	\$2,000	Professional Development
NCTM Teacher	\$2,000	Professional Development

Professional Development Grant PreK-5		
Max & Victoria Dreyfus Foundation	\$10,000	Performing Arts
Jordan Foundation	\$10,000	General Operating
Good Sports	\$2,000	Middle School Soccer
Youth Garden	\$500	Gardening
Total	\$597,800	

Grants Awarded

Grant Maker	Amount Requested	Amount Awarded	Purpose
The Saigh Foundation	\$10,000	\$10,000	Library Development
ITEF Lean into Learning Grant	\$4,000	\$4000	Professional Development
DESE MOQPC Pre-K Grant	\$60,000	\$100,000	PreK Supplement
Pets In The Classroom	\$300	\$900	Class Pets Education Development
Pershing Foundation	\$20,000	\$20,000	General Operating
DESE Safety Grant	\$50,000	\$50,000	Safety
DESE Stronger Connections	\$400,000	\$400,000	Health and Safety
Classics for Kids	\$1,000	\$1,000	Musical Instruments
Bellwether	\$20,000	\$20,000	Science Curriculum
Pershing Foundation	\$20,000	\$20,000	General Operating
Total	\$625,300	\$625,900	

Grants Requests In Progress/ To Be Submitted

Grant Maker	Amount Requested	Purpose
SC Johnsons Foundation	\$50,000	“More Opportunity”
Kids Need To Read	\$20,000	Library Development
St. Louis Christmas Carols	\$1,500	Classroom Supplies
Hearst Foundation	\$100,000	STEM Development
Wells Fargo Foundation	\$2,500	Curriculum Support
JJ Watt Foundation	\$5,000	Sports Uniforms and Supplies
Peter Marsh Foundation Music Grant	\$1,000	Music Supplies
Toshiba American Foundation	\$2,500	STEM In Classrooms
Sony Foundation	\$60,000	Technology & Art
Tyson Foundation	\$30,000	General Operating
Lawrence Foundation	\$5,000	Library Development
Alvin Goldfarb Foundation	\$25,000	Pre-K Initiative
Total	\$302,500	

Grants Not Awarded

Grant Maker	Amount Requested	Amount Awarded	Purpose
Cinga	\$10,000	\$0	Mission STL Partnership
Incarnate Word	\$10,000	\$0	General Operating
Emerson Grant	\$30,000	\$0	Gala Sponsorship
Youth Bridge Capacity	\$7,500	\$0	Strategic Planning
Brinker International Charitable Grant	\$2500	\$0	General Operating
STL Mental Health Board	\$60,000	\$0	After School Program

Gateway Children's Charity	\$30,000	\$0	PreK Capacity Building
BJA Stop Grant	\$985,762	\$0	Security Measures
OJJDP Stop Grant	\$978,973	\$0	Security Measures
COPS STOP Grant	\$243,032.50	\$0	Security Measures
Schnucks	\$10,000	Kitchen Supplies	Schnucks
STL Blues- Blues for Kids	\$50,000	Program Support	STL Blues- Blues for Kids
Aldi Smart Kids	\$2,500	\$0	General Operating
Des Peres Baptist Church Endowment Fund	\$3,000	\$3,000	Middle School Development
Total	\$2,363,267.50	\$0	



Student Recruitment Plan

Rationale:

North Side Community School is dedicated to providing a holistic learning experience for students from PreK to 8th grade. As we look ahead to the 2024 academic year, our goal is to fill approximately 125 open seats across various grades. To achieve this, we've crafted a dynamic student recruitment plan that combines traditional and innovative approaches to showcase our school's offerings and engage with the community.

Initiative 1: New Commercial Filming (January): James

We recognize the power of visual storytelling, and to effectively communicate our commitment to **holistic learning**, we will produce a new commercial. This commercial will highlight the diverse range of services and immersive learning experiences we provide, setting the tone for our recruitment efforts.

Budget:

- Commercial Production: \$3,000

Metrics:

- Video engagement metrics on YouTube and other platforms.
- Increase in website traffic post-commercial release.

Initiative 2: Monthly Open Houses (February to August): Campus Leaders

Starting in February, we will host monthly open houses at each campus to give prospective students and their families an in-depth look at our facilities, faculty, and programs. These events will be a key touchpoint for building connections with potential students and their families.

Resources: Custom flyers | [one-pagers](#) | [postcards](#) | [brochures](#)

Budget:

- Open House Materials and Refreshments: \$2,500 (divided monthly)

Metrics:

- Number of attendees at each open house.
- Percentage increase in applications after each event.

Initiative 3: Community Engagement Events: James

1. Easter Egg Hunt (March 30):

- Hosting an Easter Egg Hunt provides a festive and inclusive atmosphere for the community. This event will not only engage families but also serve as a platform to promote our school.

Resources: Custom flyers | [one-pagers](#) | [postcards](#) | [brochures](#)

Budget:

- Event materials and promotions: \$1,500

Metrics:

- Community engagement, social media reach, applications received post-event.

2. Summer Community Event (June - TBD):

- We will organize a community event in June, offering a unique experience for families and potential students. The specific details will be determined based on community interests and preferences.

Resources: Custom flyers | [one-pagers](#) | [postcards](#) | [brochures](#)

Budget:

- Event planning and execution: \$3,000

Metrics:

- Attendance, community feedback, and applications generated.

Initiative 4: TikTok Marketing (January to August): James & TBD

Acknowledging the influence of social media, we'll venture into TikTok ads and create an official TikTok account. To enhance engagement, we'll offer a \$2,000 stipend to a staff member who will curate creative and engaging content for the platform.

Budget:

- TikTok Ads: \$2,000
- Stipend for Staff Member: \$2,000

Metrics:

- Views, likes, and shares on TikTok videos.
- Increase in TikTok followers and engagement.

Initiative 5: Yard Signs and Posters (January to August): Michael

To ensure widespread visibility, we'll strategically place yard signs and posters in neighborhoods and businesses throughout the area.

Resources: [Yard Signs](#) | Posters

Budget:

- Printing and Distribution: \$2,500

Metrics:

- The number of locations with signs and posters.
- Community feedback and awareness.

Initiative 6: Digital Advertising (January to August): Kaitlyn

Utilize a mix of YouTube, Google Ads, and Hulu Ads to target a broad audience. These ads will highlight key aspects of our school and attract prospective students.

Resources: Still ads, cuts from new commercial

Budget:

- YouTube Ads: \$2,000
- Google Ads: \$2,000
- Hulu Ads: \$2,500

Metrics:

- Impressions, clicks, conversions, and application submissions.

Initiative 7: Tour Portal on Website (January to August): Kaitlyn

Budget:

1. No cost associated.

- The implementation of the tour portal on the website is considered a part of regular website maintenance and does not incur any additional financial expenses.

Metrics:

- Number of Scheduled Tours:
- User Feedback on the Tour Portal:

Initiative 8: Revamp Promotional Items and Literature (January): James & Kaitlyn

Budget:

1. Promotional Items and Literature Revamp: \$5,000

- This budget will cover the costs associated with redesigning and producing new promotional items and literature for distribution. It includes expenses related to graphic design, printing, and materials.
- Items:
 - Brochure
 - One-pager
 - Postcard
 - Poster/Banners
 - Brand messaging blueprint

Metrics:

1. Community Reception and Engagement:

- Measure community reception by monitoring social media comments, direct feedback during events, and general sentiment regarding the revamped promotional items and literature.

2. Increase in Inquiries after Distribution:

- Track the number of inquiries or requests for information received after the distribution of the revamped promotional items and literature. A noticeable increase indicates the effectiveness of the materials in generating interest.



Initiative 9: School Resource & Student Recruitment Fairs (January to August):

Resources:

Budget:

School Resource & Student Recruitment Fairs: \$1,000

Metrics:

- Number of Fairs Attended
- Engagement at Fairs
- Follow-up Engagement

This initiative aims to extend NSCS's reach by actively participating in fairs where potential students and families gather, creating a direct and personal connection. The allocated budget will cover necessary expenses for a successful representation at these events.

Total Budget for Student Recruitment Plan: \$29,000 (overshot, most likely less)

Teacher Recruitment Plan

February: Online Presence and Initial Outreach

1. Google Ads Campaign: James

- Metrics: Click-through rate (CTR), conversion rate, cost per click (CPC), and impressions.
- Tools: Google Ads analytics.

2. Social Media Ads (Facebook, Instagram): Kaitlyn

- Metrics: Engagement rate, click-through rate, and conversion rate.
- Tools: Social media analytics tools provided by the respective platforms.
- Still ads, cuts from new commercial

3. YouTube Channel Optimization: James

- Metrics: Views, watch time, and subscriber growth.
- Tools: YouTube Analytics.

4. Google Optimization

- Site SEO audit & optimization
- Google analytics and reporting dashboard setup

5. Email Remarketing Series

- Metrics: Constant Contact Analytics
- Resources: Current teacher testimonials/stories, custom headers

March: University Recruitment Fairs

1. University Engagement: Michael

- Metrics: Number of attendees, leads generated, and applications received.
- Tools: Event registration data and applicant tracking system.
- Resources: [One Pager](#) | [Postcard](#) | [Brochure](#)

April: Local Community Engagement

1. Yard Signs and Print Materials: James & Michael

- Metrics: Increased local inquiries, and website traffic from local areas.
- Tools: Website analytics, local community feedback.
- Resources: [Yard Signs](#)

2. Hulu Ads: James

- Metrics: Impressions, completion rate, and click-through rate.
- Tools: Hulu Ad Manager analytics.
- Resources: Still ads, cuts from new commercial

May: Video Marketing and Refinement

1. Video Content (YouTube): Kaitlyn

- Metrics: Views, engagement, and comments.
- Tools: YouTube Analytics.

June: Final Recruitment Push

1. Google Ads and Social Media Campaigns: James

- Metrics: Click-through rate, conversion rate, and application submissions.
- Tools: Google Ads analytics, social media analytics.
- Resources: Still ads, cuts from new commercial

2. Virtual Open Houses: James

- Metrics: Attendance, participant engagement, and application submissions.
- Tools: Virtual event platforms and applicant tracking system.

July: Follow-up and Assessment

1. Post-Recruitment Analysis: James & Doug

- Metrics: Number of successful hires, time-to-fill positions, and feedback from new hires.
- Tools: Applicant tracking system and post-recruitment surveys.

2. Overall Success Metrics: Doug

- Metrics: Total applications received, cost per hire, and quality of hires.
- Tools: Comprehensive analysis combining data from all initiatives.

Budget with Measurement Metrics:

1. Google Ads Campaign: \$1,000

- Metrics: CTR, conversion rate, CPC, impressions.

2. Social Media Ads (Facebook, Instagram): \$1,000

- Metrics: Engagement rate, click-through rate, conversion rate.

3. Hulu Ads: \$1,500

- Metrics: Impressions, completion rate, click-through rate.

4. University Recruitment Fairs: \$3,000

- Metrics: Number of attendees, leads generated, applications received.

5. Yard Signs and Print Materials: \$2,000

- Metrics: Increased local inquiries, and website traffic.

6. YouTube Ads: \$1,000

- Metrics: Views, engagement, comments.

7. Virtual Open Houses: TBD

- Metrics: Attendance, engagement, application submissions.

8. Miscellaneous (Wiggle Room): \$1,000

- Metrics: Adjusted based on unforeseen needs and opportunities.

Total Budget: ~\$10,500 (more with Virtual Open House)

Teacher Recruitment Plan Rationale: Our primary objective is to bring aboard 5-7 dedicated and passionate educators across our three campuses, spanning PreK to 8th grade.

Initiative Effectiveness:

1. Online Presence and Initial Outreach (February):

- We will utilize Google Ads, Social Media Ads, and YouTube to enhance our online presence. The effectiveness of these initiatives will be gauged through metrics such as click-through rates, conversion rates, and engagement, allowing us to refine our digital outreach strategies.

2. University Recruitment Fairs (March):

- Participating in local university recruitment fairs will provide us with an opportunity to engage with potential candidates directly. We will measure success through the number of attendees, leads generated, and the quantity and quality of applications received.

3. Local Community Engagement (April):

- Leveraging yard signs, print materials, and Hulu ads will bolster our visibility within the local community. Increased local inquiries, website traffic, and impressions from Hulu ads will serve as key metrics to assess the effectiveness of these initiatives.

4. Video Marketing and Refinement (May and June):

- YouTube will be a central platform for showcasing our school through video content. Metrics such as views, engagement, and comments will guide us in creating compelling narratives that resonate with potential candidates.

5. Final Recruitment Push (June and July):

- The culmination of our efforts will involve an intensified approach through Google Ads, Social Media Campaigns, and Virtual Open Houses. Metrics such as click-through rates, conversion rates, attendance, and application submissions will be closely monitored to gauge the overall effectiveness of our recruitment push.



Follow-up and Assessment (July):

Upon completing the recruitment plan, we will conduct a thorough post-recruitment analysis, evaluating the success of each initiative. Metrics such as the number of successful hires, time-to-fill positions, and feedback from new hires will guide future recruitment strategies.

Incorporating these initiatives, each with its set of metrics, allows us to meet our immediate hiring goals and continuously refine our approach based on data-driven insights, ensuring the sustained growth and excellence of NSCS.



Update on Strategic Planning

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1. Planning Process Overview

2. Starting Point

3. Strategy Outline

4. Next Step: Action Planning

Strategic Planning Process: Overview

For the past months, North Side team has been working on a new strategic plan that will help the organization to flourish in the years ahead. The planning process has **four phases**, and the team is currently in **Phase III: Action Planning**.

Phase I: Diagnostics

During the first phase, we analyzed North Side's data, created comparisons to relevant benchmark schools, and engaged a group of stakeholders to build a snapshot of our current situation and future potential.

Phase II: Planning

We used the lessons of the diagnostics to map out the desired future for North Side. We clarified our future vision, formulated goals for the next five years and created seven strategic priorities to meet our goals.

Phase III: Action Planning

Each of the strategic priorities will need a concrete implementation plan with accountability, timelines, budget impact and milestones.

In this phase, we will work smaller groups. We bring in more people to have the best skills and expertise for creating ambitious, yet realistic plans.

Phase IV: Commitment

All action plans will be brought together for the planning team to review and endorse to the school Board. The team starts preparing for communications for the whole North Side community.

9-10/23

10-12/23

1-2/2024

2/24

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1. Planning Process Overview

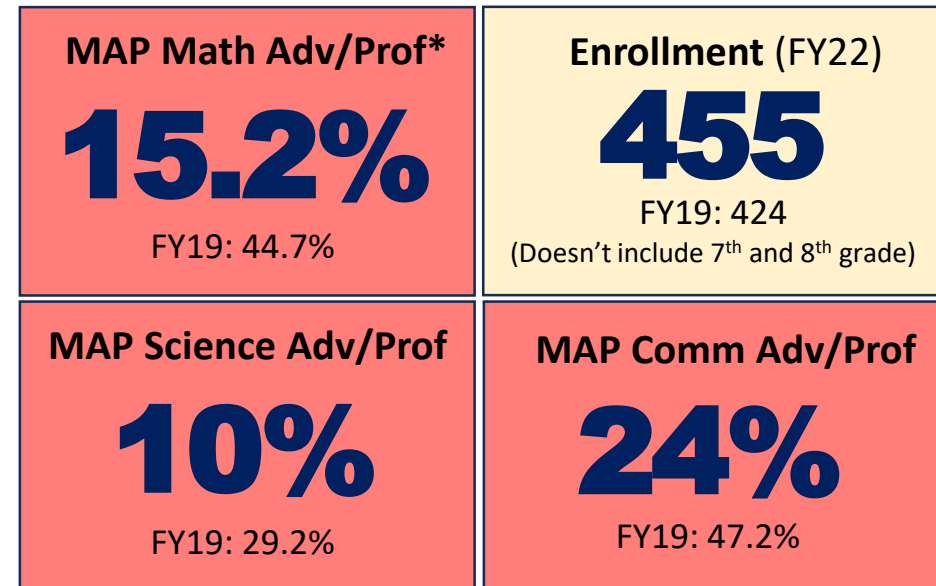
2. Starting Point

3. Strategy Outline

4. Next Step: Action Planning

Starting Point: Summary of Diagnostics Findings

- **Our Strengths:** North Side’s faculty and administration care deeply about students and the school’s mission and values. The school proudly supports the wider community at North City. The faculty is optimistic: the curriculum is stronger this year than in the recent past. The current leadership (ED, both principals) and the Board are considered strong.
- **Our Areas of Improvement:** North Side’s learning results used to be among the best of area charter schools but have fallen significantly in recent years. Moreover, North Side struggles with stagnant enrollment and dropping attendance. The decreasing scores and difficulties in keeping up with enrollment and attendance are a part of a larger, post-pandemic trend that affects most school (not only charters) both in St. Louis and nationwide. High teacher turnover, low parent involvement and lack of behavioral support for students and teachers are linked to declining academic results. The school's donor base has diminished in recent years, leading to an increased reliance on state support for revenue.
- **Future Opportunities:** We want to regain our status as the best charter school in the region. All interviewees aspire to higher academic achievement. Moreover, we need a future-proof solution for the Middle school campus, as well as additional focus on growing and nurturing our donor base.



Sources: DESE Open-Source Database, NSCS Annual Report Card, NSCS Historic Scores. All data is FY23 unless otherwise stated.

* Share of students who have received a score of Proficient or Advanced

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Strategy Outline

The next several slides illustrate the recommendations of the strategic planning team:

1 Vision for The Future

2 Goals for 2028

3 Strategic Priorities

1 Vision for the Future

We started our planning by boldly stating where do we want to see North Side in 5 years:

- ▼ Boldly reclaiming our status as a/the top performing charter school, preparing all our students for success in high school.
 - A real culture of high expectations.
 - Graduates enrolling in quality high schools.
 - Highly qualified, experienced, and resilient teachers.
 - Supports for parents so they continue/support learning beyond the classroom.
 - Safe learning environment.
- ▼ A distinctive and powerful network of relationships throughout the school community (teachers, administration, students, parents).
- ▼ A highly sought-after workplace for teachers.
- ▼ A higher profile and stellar reputation in the neighborhood and community.
- ▼ Benchmarks/Metrics TBD (academic scores, teacher turnover, etc.)

2 2028 Goals

Our future goals consist of both quantitative and qualitative success factors.

Quantitative Goals	Qualitative Goals
<ul style="list-style-type: none"> • []% Improved teacher retention • 15:1 classroom ratio. • Enrollment roughly equivalent to 2023. • ___ student retention rate • 90/90 attendance • [MAP Metric] • [academic growth metric – NWEA RIT points?] • 85% 8th graders attend “best fit” high school • Raising \$1M+ 	<ul style="list-style-type: none"> • A strong core of teachers bring our culture to life and drive their peers to do the same. • High levels of parent of engagement. • The neighborhood views us as a vital community resource and “anchor”. • Offering a wide array of supportive services for students and parents so students show up ready to learn. • Well-recognized brand, associated with excellence. Parents actively CHOOSE North Side. • Well maintained campus

3 Strategic Priorities

Based on the 5-year goals, we crafted seven Strategic Priorities for North Side:

1. **Develop a core group of teachers and leaders who set new and higher standards** for themselves and their peers to drive improved student outcomes.
2. **Help students close learning gaps by increasing and enhancing academic supports.** Re-evaluate summer school programs, extended day, differentiated learning, etc.
3. **Improve parent engagement** by providing more family resources at the school, resetting parent expectations, and renewing teachers' commitment to connect with their students' parents.
4. Complete our assessment of best **campus strategy** for the school and how we keep our students and staff safe.
5. Increase access to **behavioral health supports** for students and teachers.
6. Invest in **brand-building and PR** to raise the school's public profile.
7. Strengthen our **organizational commitment to fundraising.**

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