

Minutes of Public Meetings

of the Board of the **Academic Magnet Foundation** and
of Support Groups of Academic Magnet High School, including Representatives of
Partners in Education (PIE), School Improvement Council (SIC) & AMHS Booster Club
Focus on 2014-15 Coordination, Planning & Goals

Held at the AMHS Media Center, 5109-A West Enterprise Street, North Charleston

July 21, 2014

ACADEMIC MAGNET FOUNDATION BOARD

Present: Doug Berger
Lara LeRoy
Jimmy Rawls
Hallie Seibels
Scott Shubert
Michael Soltys
Cliff Woods (late arrival)

Absent: Stephen Howe
Jennie Smith
Susan Leadem

PARTNERS IN EDUCATION REPRESENTATIVES

Robin Bradley
Christen Hall
Cheryl Levin
Anne Walpole
Sarah Winters

SCHOOL IMPROVEMENT COUNCIL REPRESENTATIVES

Margaret Dobson
Holly Mitchell
Charlissa Pugh
Darlene Rawls

BOOSTER CLUB REPRESENTATIVE: Jeff Aysse

AMHS FACULTY & ADMINISTRATION:

Gwen Hoofstetter
Tonya MacIntyre
AMHS Principal Judith Peterson

AMF BOARD MEETING

Hallie Seibels opened the meeting at 6:10 p.m. She noted with appreciation the participation of AMHS Principal Judith Peterson, and faculty members, Tonya McIntyre and Gwen Hoffstetter, and the participation of the four AMHS support groups including Booster Club, Partners in Education (PIE), School Improvement Council(SIC), and Academic Magnet Foundation (AMF).

Ms. Seibels also noted that the fact that the AMF bylaws require that events for which there is a quorum of board members be considered AMF board meeting, which are open to the public. Accordingly, the evening's meetings would begin with a very brief board meeting, the centerpiece of which is an update by Ms. Peterson and Ms. McIntyre about the new Summer Scholars Institute (SSI), a four-day orientation and academic program for the benefit of all incoming AMHS freshman – co-funded by both AMF and PIE – and the first session of which began earlier that day.

Treasurer's Report

Scott Shubert provided a very brief treasurer's report for AMF, noting that AMF bank balances presently stood at \$63,738.48 after providing check for \$7500.00 for SSI, and also noting pending funding of the new AMHS Chinese language program.

Summer Scholars Institute

Ms. Seibels then turned to the discussion of SSI and began by thanking PIE for their cooperative funding effort. Ms. Peterson and Ms. McIntyre then gave their report, also expressing their gratitude for the cooperative funding effort by AMF and PIE.

Ms. McIntyre noted that earlier that day (July 21) was the first day of SSI. She was pleased to report that 147 of AMHS's new freshman had registered for the program – over 82% of the total new freshman class; well beyond the initial expectations for this first SSI program.

Ms. McIntyre also summarized the overall objectives, agenda & schedule for the four days of SSI. In addition to "overview" classes in all "core subjects" to enhance the students' academic success, there were daily "team-building" games, activities and events, including a ropes course for the whole class to experience on the final day. Students also received a "Summer Scholar" T-shirt and an all-inclusive workbook for each student. She also discussed the positive impact for the teachers.

Following Ms. McIntyre's presentation, the group wholeheartedly thanked Ms. Peterson & Ms. McIntyre for creating this wide-ranging, academic & enrichment program for AMHS.

Other Business:

Ms. Seibels then noted the need for AMF board members sign up to man the Foundation’s table at the School’s registration dates, suggesting it be done by email. She noted too that the next AMF board meeting is set for August 11, 2014.

There being no further AMF business, the Foundation board meeting adjourned, and the group immediately turned to the joint support groups meeting.

JOINT SUPPORT MEETING MINUTES—PIE, BOOSTER CLUB, AMF, AND SIC

Turning to the agenda for the day’s meeting, Ms. Seibels asked that each of the support groups report on their planning and goals for the coming year.

Report from each Support Group: Significant Dates, Milestones and Goals for 2014-15

Academic Magnet Foundation Report:

Ms. Seibels and Mr. Shubert noted the Foundation’s ongoing fundraising approach of raising funds annually from within the AMHS community as a means to raise larger donations from corporations, non-profits and other sources outside of the school. The “Leveraging Success” campaign initiated in 2013 was a great success, and AMF is planning this year’s internal campaign to again take place from the beginning of October through the 30th of November 2014.

For actions and goals for the 2014-2015 year, AMF is funding the addition of Chinese language to AMHS curriculum, the professor for which is coming from the College of Charleston. AMF will also be seeking corporate sponsorship for the new Summer Scholars Institute to help fulfill the long-term funding commitment by the Foundation. AMF will further develop its School Needs assessment and reports, meeting with faculty members on a department-by-department basis, and meeting with Principal Peterson, which will lead to further program and curriculum enhancements and also help identify intermediate needs, such as the need for another math teacher, which Ms. Peterson has secured from the County of Charleston School District (CCSD).

On the subject of the School Needs Committee, at a later point, Clifford Woods suggested that perhaps that Committee could grow into a stand-alone group – or perhaps come under the SIC’s mandate. Until such time, Mr. Woods asked for participation from all of the AMHS support groups to help identify academic program needs and enhancements, and to help fulfill a request by Ms. Peterson that the School Needs Committee assist in drafting a strategic plan/vision statement for AMHS.

Michael Soltys of the AMF board and co-chair of the School Needs Committee provided an update about the Foundation's meetings with AMHS academic department heads throughout the prior year. The goals of those meetings were to summarize teachers' assessments of current needs in each department, and also their long range plan for their departments.

Also on the subject of school needs, Darlene Rawls noted that SIC is already preparing a 5-year strategic plan for AMHS, in accordance with its State mandate. This could encompass the efforts of the School Needs Committee with contributions by members of PIE, BC, AMF, and, of course, with AMHS faculty. She offered that SIC will play a central role in coordinating the efforts of all of the support groups along with strategic plan and School Needs.

School Improvement Council Report:

Ms. Rawls then spoke on behalf of the School Improvement Council. Ms. Rawls described SIC as a group of parents, teachers, students, and community leaders that have a State-mandated function to improve the school. She highlighted the fact that SIC does not fundraise, and that representatives from AMF, PIE, and Booster Club are regularly represented at SIC meetings.

SIC's goals for this upcoming year include:

- Continue with joint meetings of the support groups;
- Support Freshmen Health Series including addition of PAR, MUSC, Dr. Ann, and Dr. Hand;
- Increase CPR training that was funded by PIE to AMHS teacher, coaches, and community;
- Add a SIC representative to the Foundation's School Needs Committee;
- Document a 5-year Strategic Plan for AMHS;
- Continue fulfilling the "Speakers in Residence" program;
- Continue fulfilling support for the "Senior Thesis" database
- Continue the Guidance Counselor Support Group
- Continue the Diversity Group to continue with community outreach

Partners In Education (PIE) Report:

Christen Hall, president of PIE, began by observing that Partners in Education is, in effect, "a Magnetized PTA." PIE has a great many annual activities and events, and Ms. Hall noted a list prepared for an update to the *Organizational Chart of Support Groups*, which listing should include the following:

- Open House / Meet the teachers
- International Dinner
- "Celebrate Magnet" Fundraiser
- College Information and Family Enrichment Seminars
- Teacher Appreciation and funding for special CE opportunities
- Organizing parent and student volunteer opportunities

- Weekly Raptor Reports
- Annual Student directories
- Student A/B Honor Roll recognition
- Student Community Service opportunities
- Class field trip assistance
- Providing speakers for Convocations and “Thinkers in Residence”
- Funding which provides additional administrative support staff
- Classroom “Wish List “ fulfillment

For scheduling purposes, Ms. Hall noted that the International Dinner is tentatively scheduled for October 18, 2014; and the “Celebrate Magnet” Fundraiser will have Silent/Live Auction and be held at the Charleston County Park on James Island on February 7th, 2015.

On the subject of the Celebrate Magnet Silent/Live Auction, Ms. Hall noted that PIE is seeking a Chairperson for the event. However, she described this event as more of a community get together with less emphasis on fundraising.

Booster Club

On behalf of the Booster Club (BC), Jeff Aysse expressed his appreciation for the recognition of their many efforts on behalf of AMHS, adding that “it is important to remember our students are academic but also very athletic.”

Mr. Aysse reported that, for scheduling purposes, the Booster Club plans are as follows:

- A Table @ AMHS registration on August 4, 5, 6 and 7, 2014;
- More fundraising and social events with dates and events to be determined;
- More “tailgate” events at football games;
- The “Coaches’ Night” for coach support and information on August 14
- An “Oyster Roast” though the date is still to be determined;
- May pursue corporate sponsorships for athletic teams; and the
- Spring Sports Banquet will continue its success as an end-of-school-year event, including Heart of Lion Award and Curt Hoffman Award.

Mr Aysse also reported that BC had donated \$14,000 to the school’s sports teams during the 2013/2014 year, and that there are 22 sports at AMHS.

Discussion of Means to Improve Communication and Increase Participation @ AMHS.

All then took part in a general “round table” discussion of (a) ways to better to coordinate fundraising and other events among the groups and (b) how better to inform and include more people from all parts of the AMHS community.

Suggestions were wide-ranging, and included the following:

1. A Unified Calendar for All 4 Support Groups – including a Statement/Illustration Showing How Each Group Supports AMHS (and All Do It Better Together)

Mr. Aysse suggested single calendar to include listings from all 4 groups. Lara Laroy seconded that suggestion, but added the need for a single statement or graphical presentation adjacent to the calendar – both in the AMHS website and in the (ideally identical) calendar on the Raptor Report – to explain to the AMHS community what are the four support groups and what are their goals/functions/fundraising dates.

Ms. Seibels, Ms. Hall, Ms. Rawls, and Mr. Aysse all agreed with Ms. Laroy’s suggestion.

2. An Updated Organizational Chart – both on the AMHS Website & in the Raptor Report

Ms. Rawls requested all 4 groups to have joint “Organizational Chart” on the AMHS website and the Raptor Report. She also asked for a brief letter to be issued in September each year to all AMHS parents describing the function and tentative fundraising schedule for all 4 groups.

Ms. Peterson seconded this suggestion and asked SIC to form a Communication Committee to coordinate these efforts. Ms. Peterson also requested a joint statement for August 14th Freshmen Parent Night.

On behalf of SIC, Ms. Rawls volunteered to endeavor to fulfill all of those three requests. She added that SIC would draft the letter to AMHS families to identify the groups and their functions. Ms. Peterson affirmed her desire that the letter should come out in September each year to identify each group’s primary events and fundraising. Ms. Peterson also suggested that the September “Open House” should be a venue for AMF, PIE, SIC and BC to invite parents to join and help AMHS wherever they believed they could make the greatest difference.

Ms. Hall agreed that during the Open House there should be “slides” to identify each of the 4 groups, their functions, and their interrelationships.

Ms. Peterson added that she would like the same to take place on the Freshmen Parent night, which is to be held on August 14, 2014. Mr. Woods (who had been delayed by airline arrival) also expressed approval and appreciation for the improved information and outreach. He volunteered that the Foundation would have representation at both events. He also offered to update the Organizational Chart for Support Groups, though acknowledged that the simpler suggestions noted previously would be much better for large presentations. ‘

3. Suggested Changes to the Raptor Report

Anne Walpole, Vice President of PIE, then suggested that one possible avenue to improve the Raptor Report would be for “each of the four principal support groups to have a box” at the top of the page, “each with one or multiple links to click through.” She suggested that the Raptor Report could have all of the information on the one page via links. That would increase readership on constant contact. It would also allow each of the 4 principal groups audit how many clicks they receive on the Raptor Report. Ms. Walpole also suggested that the groups could each alternate the “top spot, though of course it would happen more often during important times,” such as during principal fundraisers.

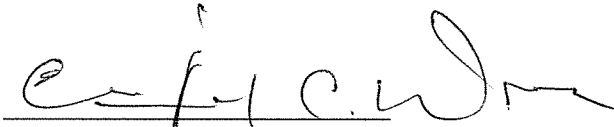
Ms. Peterson suggested that SIC’s new Communication Committee should look at this and other options, and Ms. Rawls agreed to take this on at the next SIC meeting on August 20th.

Judith Peterson suggested identifying the types and preferred ways of communication to AMHS community. Judith suggested using the Marque in front of AMHS as an example.

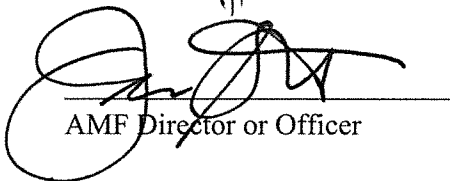
Mr. Woods thanked PIE for accommodating AMF needs with prior month’s Raptor Report blast of the Foundation’s “End of Year Letter.” He added that making use of all forms of communication, Raptor Report, email blasts, web site listings, old fashioned letters, and telephone calls – all were critical to rally the community and increase participation in all groups. “Communication and repetition is key.” Ms. LeRoy added her understanding that, from a marketer’s perspective, “it takes a minimum of eleven (11) repetitions for a message to be received.”

Following brief further discussion, there was a consensus on all of the above suggestions, and all agreed upon the need to continue improving our outreach efforts to the AMHS community. All also expressed great appreciation for the many suggestions, agreements and overall cooperative spirit of the evening’s meeting.

There being no further business, the meeting adjourned at 7:20 p.m



AMF Director or Officer



AMF Director or Officer

