

Movement School North Charleston
Board Meeting Minutes
When: Tuesday, October 17, 2023 - 3:00pm
Location: Zoom

Attendees:

Ed Butler
Kendra Cooper
Dennis Crawford
Jermaine Gassaway
John Huber-MacNealy
Michael Wade

Notes:

- Jermaine opened the meeting and reviewed the agenda
- Shoutouts:
 - John: notes from Michael; Jermaine's organizational management
 - Jermaine: John's outreach and desire to collaborate
- Mindset/Norms review
- Review Mission Statement
 1. Full enrollment; find gifted principal
 2. Refine our vision, roles, and responsibilities
 3. Board cohesion
 4. Leveraging key stakeholders
- Pitch - work on our brief synopsis of Movement Schools
 - Reviewed John's draft
 - Kendra: add something to speak about Movement. Residents can be fearful of "new"; need something to differentiate from others.
 - Reviewed Dennis's draft
 - Address our audience — who are we talking to?
 - Michael: be prepared to speak about Movement Mortgage's role
 - What makes Movement unique?
 - Free transportation
 - Aftercare options available (first come basis)
 - Focus on not denigrating others. We respect other schools and appreciate what they are doing. We are coming alongside with another option to meet the abundant need.
- Planning update:
 - Principal:
 - Over 50 applicants for principal
 - Nov. 15: in-person date (tentative)
 - Screening the applicants now. Solid opportunity with seven of the applicants and worth further exploring.
 - Enrollment portal: opens November 1
 - Street team - working on canvassing communities
 - Partnerships with local universities
 - Marketing: yard signs and digital flyer produced
- Upcoming events:
 - November 7: Fall PCSD Leader Summit
 - November 21 - next board meeting (RECORD FOR KENDRA)

Next meeting - Tuesday, November 21 | 3:00pm | Zoom