



Movement Schools Board Meeting: January 20, 2026
Board members in attendance: Lorraine Roussell, Garrett McNeill, Michelle Crawford

Board members absent: Michelle, Montell Watson

DeAnna Bruce, Jenika Green, Laetitia Dowd and Lisa Mayhew present for Movement Schools

There were no requests for public comment.
Agenda:

Board Update - GM called meeting to order at 1:30 and a Quorum was present.

SUMMARY:

The discussion focused on student persistence and enrollment figures, highlighting that Freedom and Eastland campuses are performing well with persistence rates of 94.5% and 97.5%, while Southwest and Northwest campuses are below the target at 90.9% and 89%, respectively. To improve these figures, a recapture campaign will be initiated to reconnect with families who have disengaged. DeAnna Bruce also noted that application numbers are lagging, particularly at Freedom and Southwest campuses, despite increased marketing efforts. The meeting included a mention of the soft opening at Heal House, which may present collaboration opportunities, and addressed the tragic

passing of a Northwest kindergartner, with plans for community support through a meal train.

Financial updates revealed that North Carolina schools are \$407,000 under budget, with a projected loss of \$1.3 million due to cash flow timing and hiring delays. Laetitia Dowd will present an updated staffing plan at the March Board Meeting. A new policy regarding wireless communication devices, mandated by the North Carolina General Assembly, was discussed and is set for approval, outlining consequences for unauthorized use. Laetitia also announced her upcoming departure, aiming for a smooth transition for a new CFO, while Lisa introduced Pam Alfieri as the new grants manager and compliance officer.

DeAnna Bruce will send the accurate enrollment numbers to the team after resolving technical difficulties.

Jenika Green will share the link for the meal train with the Board and movement community to support the family of scholar who passed away.

Laetitia Dowd will present the updated financial forecast to the Board around the March Board Meeting.

Laetitia Dowd will ensure a smooth transition for the new CFO by remaining available through the end of February.

What strategies can be implemented to improve student persistence at the Southwest and Northwest campuses?

How will the new wireless communication device policy be communicated to parents and students?

School Operations Update

DeAnna Bruce reported on the current student persistence rates across various campuses, highlighting that Freedom is at 94.5% and Eastland at 97.5%, both exceeding goals. However, Southwest and Northwest campuses are below the target, with persistence rates of 90.9% and 89%, respectively. A recapture campaign will be initiated to engage families who have left and improve these numbers.

- Current student persistence rates across various campuses.

Application Tracking and Marketing Strategies

DeAnna Bruce highlighted that while some campuses like Northwest and Eastland are tracking well, the Freedom and Southwest campuses are falling short of their application goals. Freedom currently has 68 applications against a target of 213, and Southwest is also underperforming despite doubled marketing efforts. Bruce expressed concern over the lack of improvement in application numbers for these campuses.

- Application numbers and marketing strategies for recruitment.

Update on Heal House and Family Support Initiatives

Garrett McNeill highlighted the successful soft opening of Heal House, noting the large turnout and potential for collaboration. Jenika Green shared the sad news of the passing of a Northwest kindergartner, Alani, and detailed the support being offered to the family, including a meal train. Communication is primarily with Alani's uncle, as the mother is currently not in a position to engage.

Financial Update and Staffing Discussion

Laetitia Dowd indicated that the North Carolina schools are \$407,000 below budget for the year, primarily due to timing in cash flow and delays in hiring. The financial situation includes a projected \$1.3 million loss, but expenses are also below budget

due to slower hiring and classroom consolidations. An updated staffing plan will be shared at the March Board Meeting.

- Financial updates and budget forecasts.

Wireless Communication Device Policy Discussion

Lisa Mayhew introduced a wireless communication device policy required by state law, stating that students are not allowed to use these devices during instructional time. The policy details consequences for violations, such as behavior log entries and confiscation of devices. The board was prompted to vote on the policy, which has been reviewed and approved by legal counsel.

GM motions to approve policy and LR seconds. Motion carries unanimously

GM motions to adjourn the meeting at 2:08pm, MC seconds and meeting is adjourned.