



Board of Directors, Meeting Notes

March 14, 2017

Location: 11 East Adams Ave, Suite 600 • Chicago, IL 60603

Time: 3:30PM -5:30 PM

I. Introduction

- a. Board Members: Laura Thonn, David Chizewer, Violet Clark, Daniel Anello, Tom Nieman, David Blindermen, Katie Gottfried (conferenced in). Katie Gottfried called in due to a conflict with travel, she will not be voting on any items for discussion.
- b. Visitors: Scott Frauenheim (DS), Joni Pearlman (CEP), Erin Lanoue (CSUSA)
- c. CICS Staff: Elizabeth Shaw, Mike Bower, Kathleen Clarke

II. Public Comment (3:35-3:45)

III. Approval of previous meeting minutes (3:45 – 3:50)

- a. A motion was made to approve board meeting minutes from February 21st, 2017. Motion made by Laura Thonn and seconded by David Chizewer.

Approved by all (exception of Katie Gottfried who called in)

IV. Staff Update (3:50-4:05)

- a. CPS Finance Update
 - i. CPS announced a decrease in cuts from \$300/per pupil to \$189.58 for the 4th quarter
 - ii. This decrease is due to additional funding from:
 - 1. Traditional school principal pay increases
 - 2. Hold harmless enrollment dollars
 - 3. Reduction in district cuts for low income schools

Committed to Greatness



- iii. In January, CICS and all charters received \$127/per pupil from TIF allocation
- iv. Net impact on the CICS network dropped from \$1.4M to \$505K
- v. SMOs have reviewed budgets and have taken moderate steps to remain breakeven
- vi. There is still a \$129M budget gap at CPS that needs to be filled

b. Enrollment Fair

- i. Year over year applications are down
 - 1. Overall ~20% decrease overall from last year
 - 2. Flat to 2015
 - 3. Concern at South Side campuses
- ii. Causes for decrease
 - 1. No school fair this year for Chicago
 - 2. Violence and CPS uncertainty
- iii. Increase in quality of applications
- iv. CICS to hold school fair - March 25th
 - 1. Holistic Marketing Approach
 - a. Traditional Marketing (radio, newspaper)
 - b. Digital Marketing (paid email distribution, paid & organic social media)
 - c. Grassroots Marketing (Street team and organic word)
- v. Dual purpose event

Committed to Greatness



1. Families to attend the event and apply
2. General marketing blast for CICS

V. Strategy Discussion (4:05-5:05)

- a. Eilizabeth Shaw gave an update in terms of the process and engagement that has happened so far around the Strategy design. Many stakeholders engaged and will continue to be engaged. There will be a delay in the roll out of the Strategy due to execution/implementation considerations. No extra cost.
- b. Feedback given on all aspects of Strategy. Specific feedback and questions asked:
 - i. David Chizewer had a question about the choice vs. options on the strategy. May want to consider clarifying this
 - ii. Engage should be used when we talk about our families vs. serve
 - iii. Daniel Anello believes students should be changing the world, not just the city. We should incorporate that in the vision
 - iv. Should there be something that says that addresses academic rigor – and possibly other elements – in the mission, but we don't want to overemphasize it
 - v. Order of the Theory of Action should be considered
 - vi. Content is king – to casual. In addition for vs. on when talking about “all” on the Vision of Excellence
 - vii. Parallel construction issues – we are starting with We're and We is a different level of content

Committed to Greatness



- viii. Vision of excellence should not have “excellent” in it
- ix. Some possible repeats in the vision of excellence that we should consider
- x. We should assign categories to the “vision of excellence” so that we can look at this in a more structured way
- xi. Engagement of all stakeholders will be important

VI. Executive Session (5:05-5:30)

- a. David Chizewer made a motion to go into executive session to discuss a personnel matter. Daniel Annello seconded the motion. All approved. CICS board goes into executive session.

VII. Adjourn (5:30)

- a. CICS comes out of executive session. David Blindermen made a motion to adjourn the meeting. Laura Thonn seconded the motion. All approved. CICS board adjourns.