



## **Board of Directors' Meeting**

**Tuesday, October 6, 2020  
2:00 PM**



# Four Corners Charter School, Inc.

Tuesday, October 6, 2020 | 2:00pm

Virtual Meeting by Executive Order of Governor DeSantis  
Number 20-69 Dated March 20, 2020

## Board Meeting Agenda

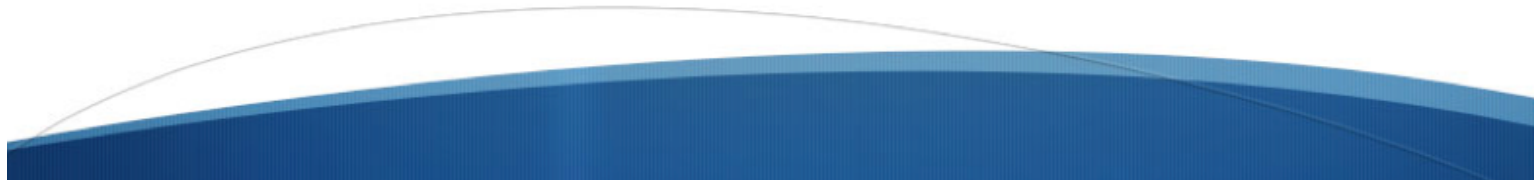
**Call to Order**

**Roll Call**



- I. Administrative**
  - Approval of Board Meeting Minutes August 18, 2020
  
- II. CSUSA Strategic Priorities Reports**
  - School Report
  - Marketing Plan
  
- III. Financials**
  
- IV. Old Business**
- V. New Business**
  - Out of Field Waivers
  
- VI. Public Comments**
- VII. Adjournment**

◀ **Next Meeting: January 5, 2021 at 2pm** ▶



## **BOARD MEETING MINUTES**

**Name of Foundation:** Four Corners Charter School, Inc.  
**Board Meeting:** Tuesday, August 18, 2020  
**School(s):** Four Corners Charter School

*The minutes of Sunshine Law meetings need not be verbatim transcripts of the meeting. These minutes are a brief summary of the events of the meeting.*

<b>Date:</b>	<b>Start</b>	<b>End</b>	<b>Next Meeting:</b>	<b>Next time:</b>	<b>Prepared by:</b>
August 18, 2020	2:05pm	3:08pm	October 6, 2020	2:00 PM	R.Weaver
<b>Meeting Location:</b>					
Telephonic Meeting due to Governor DeSantis' executive order 20-69 dated March 20, 2020.					

<b>Attended by:</b>	
<b>Board Members:</b> Kelvin Soto, Chair Tim Weisheyer, Director Teresa Castillo, Director  <b>Absent:</b> Jim Miller, Director	<b>Other Attendees:</b> Angela Barner, Sr. Accountant – Osceola County School District Denise Thompson, Principal – Four Corners Charter School Rita Weaver, Sr. Board Governance Manager Lisanne Morton, North Region Finance Director – CSUSA Chris Kober,, Regional Facility Manager – CSUSA Joe Childers, Assistant Principal Evelyn Cordero, Parent Facilitator Dr. Eddie Ruiz, State Director Lane Morris, Area Director

### **CALL TO ORDER**

Pursuant to public notice, the meeting commenced at 2:05 p.m. with a Call to Order by Chairman Kelvin Soto. Roll call was taken, and quorum established.

#### **I. ADMINISTRATIVE**

##### Approval of Board Meeting Minutes

- The Board reviewed the minutes of the June 16, 2020 meeting.

**MOTION: Motion was made by Tim Weisheyer and seconded by Terry Castillo to approve the minutes of the June 16, 2020 for Four Corners Charter School, Inc. Board Meeting. Motion was approved unanimously. (3-0, 1 absent)**

#### **II. CSUSA Strategic Priorities Reports**

##### School Reopening

- Rita Weaver and Dr. Eddie Ruiz presented the school re-opening plan with the Assurances from the Governors Executive Order. Dr. Ruiz presented out the technology and the three models that the DOE and SDOC has accepted.
- All questions were answered by Ms. Thompson, Dr. Ruiz, and Mrs. Weaver.

**MOTION: Motion was made by Tim Weisheyer and seconded by Terry Castillo to approve the School Re-Opening Plan as presented. Motion was approved unanimously.**

### III. FINANCIALS

#### FY21 Final Budget FCCS, Inc.

- Angela Barner reviewed the FY21 Final Budget for FCCS, Inc.

#### 4<sup>th</sup> Quarter Unaudited Financial Reports FCCS, Inc.

- Angela Barner reviewed the 4<sup>th</sup> Quarter Unaudited Financial Reports for FCCS, Inc. which included capital funds and the facilities spending allocation review.

**MOTION: Motion was made by Tim Weisheyer and seconded by Terry Castillo to approve the FY21 Budget for FCCS, Inc. and the 4<sup>th</sup> Quarter Unaudited Financial Reports for FCCS, Inc., as presented. Motion was approved unanimously.**

#### CSUSA FY20 Unaudited Financial Review and Budget Amendment 2

- Lisanne Morton reviewed with the board the P&L Financials and the Budget Amendment 2 Feb FTE for Four Corners Charter School for the period ending June 30, 2020 which included highlighting the Forecast and the Fund Balance. The board reviewed the financials and all questions were answered by Ms. Morton.

#### CSUSA FY21 Final Budget Review

- Lisanne Morton reviewed with the board the final draft of the FY21 Budget and variance comparison with the FY20 Financials Statements. The board reviewed the FY21 Budget and all questions were answered by Ms. Morton.

**MOTION: Motion was made by Terry Castillo and seconded by Kelvin Soto to approve and accept the FY20 Unaudited Financial Review, Budget Amendment 2 and the FY21 Final Budget for Four Corners Charter Elementary School, as presented. Motion was approved unanimously.**

### IV. OLD BUSINESS

- There was no Old Business.

### V. NEW BUSINESS

#### HB641 Teacher Salary Allocation Plan

- Dr. Eddie Ruiz reviewed the HB641 Teacher Salary Allocation Plan for Four Corners Charter School and the board discussed the percentages of the plan. All questions were answered by Dr. Ruiz.

**MOTION: Motion was made by Tim Weisheyer and seconded by Terry Castillo to approve the HB641 Teacher Salary Allocation Plan for Four Corners Charter Elementary School, as presented. Motion was approved unanimously.**

### VI. PUBLIC COMMENTS

- There were no Public Comments

### VII. ADJOURNMENT

**Chair, Kelvin Soto adjourned the August 18, 2020 Four Corners Charter School, Inc. Board Meeting at 3:08 p.m.**

*Four Corners Charter School, Inc.*

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Kelvin Soto, Chairman

Date: \_\_\_\_\_

VERSION 1.0

10/02/2020



# 2020-2021 MARKETING PLAN

FOUR CORNERS CHARTER SCHOOL

PRESENTED BY: SAMANTHA B. MARTIN  
CHARTER SCHOOLS USA

## 2020-2021 MARKETING PLAN

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### VISION

The Four Corners Charter School marketing plan has been created as a crucial tool for business. Over the next year, the school will continue to fuel enrollment through the areas of acquisition and retention. Four Corners Charter School will build engagement and outreach through community partnerships, in addition to focusing on aligning the brand identity, social media marketing, and basic marketing training for key staff members.

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### OBJECTIVES

- **Grow social community size of Facebook through increased user engagement**
  - **Build school awareness through continued brand management**
  - **Leverage school narrative and advocacy to improve school loyalty (retention) and awareness/conversion of new families during open enrollment.**
  - **Build a positive image of the school by nurturing community relationships**
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### TARGET MARKET

The target audience for Four Corner Charter School is the parent who is seeking a tuition-free quality education for their child. These individuals desire an experience that both offers a structured approach to learning and extensive social interaction through a diverse student body. We seek to reach parents of children ages 4-10 who primarily live within the following zip codes: 34747, 34714, 33896, 33897, 33837

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### COMMUNITY PARTNERSHIPS (NOT LIMITED TO THE BELOW)

- Host two VPK Center information sessions per month starting in *April 2021 until September 2021*
- Collaborate with local Mommy Groups to build community partnership
- Business Partner Spirit Nights (*November 2020 and April 2021*)

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## SCHOOL EVENTS (NOT LIMITED TO THE BELOW)

\*\*Content captured at the below events can be later edited into several short videos that speaks to school culture and advocacy.

- Two virtual parent information session per month starting in *March 2021 until August 2021*
- Weekly Facebook live sessions during the 2020-2021 school year
- Curriculum night (*February and June 2021*)
- \*\*Black History Celebration (*February 2021*)
- \*\*Holiday Celebrations (*November- December 2020*)
- \*\*Virtual Pep Rally

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## ADVERTISING AND PROMOTION

School leadership to work alongside Marketing Manager and National Director to develop content and strategy for paid digital or print advertisements including but not limited to:

- Online Social Digital Campaign *January 2021-June 2021*)
- Print promotion in the Winter Haven Sun/Polk News Sun/ Four Corners News Sun (*August 2020, January 2021*)
- Postcard Distribution to target zip codes 34747, 34714, 33896, 33897, 33837 (*June 2020, March 2021, June 2021*)

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## RETENTION AND ADVOCACY

- Family Recognition Campaign (*June 2021- recognition for parents who have exceeded volunteer requirements*)
- End of Year Events (*pending continued severity of COVID-19*)
- Graduation Celebrations (*May 2021 for 5<sup>th</sup> graders*)
- Spirit Week (*April 2021*)
- Parent Influencers/School Ambassadors- welcomes new families and represents the school within the local community.

## BRAND MANAGMENT

Core branding elements for Four Corners Charter School must be revisited to support this plan. To accomplish this change will mean the update of the following items:

- **Brand Style Guide**- provides guidance when developing materials and helps stakeholders develop a true connection to what the brand stands for
- **Imagery**- should be professionally taken, clear and primarily be of actual students, teachers, and staff members
- **Tagline**- Helps to set the school apart from competitors and makes our message crystal clear



With the development of these branding elements, the company's printed materials, website, advertising, and business cards, will also be updated. The school will also introduce a uniform requirement for front desk employees that includes a branded shirt, jacket, or name tag which must always be worn. The SEA/ SOA to order directly with merchandise vendor with the budget approved by Area Director/ Marketing Manager/National Director.

## **SOCIAL MEDIA**

Social media platforms will be used as a support forum for questions, and a discussion area posed by school officials and users. The social media platforms will be monitored by the marketing manager, principal, and school enrollment administrator.

- **Implementation of monthly social media marketing calendar (automation)**
- **Incorporate the use of parent and student testimonials on social media and website**
- **Complete social media profiles using captivating, high-quality images, videos, and compelling copy.**
- **Provide Principal/School announcements via social media**
- **Engage directly by responding to inbox inquiries to address concerns and rectify issues**

## **MARKETING TRAINING SESSIONS**

Marketing training (1hr) will take place on a bi-monthly basis to ensure alignment of the current strategy and techniques. Participants include but are not limited to the Principal, SEA, SOA, Area Director, and will be facilitated by the marketing manager.

- **Brand Identity**
- **Website and web resources**
- **Social Media Marketing**
- **Current advertising and promotional efforts**
- **Merchandise and print materials needs**

## Out of Field Report

### Four Corners Charter

Charter School Name School District Board Meeting Date **October 6, 2020**

Teacher	Out-of-Field Assignment	Current Certification(s)	Out of Field Assignment Date
Ausua, Carol	ESOL, Reading	Elementary Education (k-6)	8/10//2017
Banchs, Lilian	ESOL, Elementary ED, Reading	Permanent Substitute	8/10/17
Bell, Codi	ESOL, Elementary ED, Reading	Temp. Elem. Education K-6	12/3/18
Black, Christina	ESOL, Reading	Pre k Elementary Education	7/29/19
Brown, Terria	ESOL, Reading	KG Teacher	8/3/15
Castellanos, Francis	ESOL, Reading	Teacher, First Grade	7/30/18
Cuevas, Patricia	ESOL, Reading	Temp. World Lang. Spanish K-12	7/29/19
DeRose, James	ESOL, Elementary Ed, Reading	Daily Substitute	9/15/20
Detres, Cynthia	ESOL, Reading, Elem. Education	Pre-K Education	8/10/17
Dettloff, Kortney	ESOL, Reading	Temp. Elem. Education K-6	8/10/17
DuPont, Erica	ESOL, Reading	Prof. Cert Elem. Ed. (K-6)	7/25/16
Dusel, Gillian	ESOL, Reading	Pre k Elementary Education	7/29/19
Fook-Alexander, Simone	ESOL, Elementary ED, Reading	Social Science (5-9)	8/6/19
Gosy, Kimberly	Reading	Elementary Education (Grades K-6)	8/1/06
Haynes, Chiara	Reading	Elementary Education (Grades K-6)	12/6/06
Haynes, Shanavia	ESOL, Reading, elem. Education	Social Science (5-9)	8/13/18
Herman, Christopher	ESOL, Reading	Prof. Cert. Pre kinder/Primary Ed.	8/1/19
Johnson, Amanda	ESOL, Elementary ED, Reading	Temp. Elem. Education K-6	7/29/19
Levine, Briana	Reading	Prof. Elem. Education K-6	7/25/16
Liang, Zarkeya	ESOL, Elementary ED, Reading	Temp. PRE K Primary Education	12/2/19
Luna, Martha	ESOL, Reading	Elementary Education (Grades K-6)	4/4/16
Mitchell, Patricia	Reading	Teacher, Kindergarten	8/3/17
Morales, Yesenia	ESOL, Reading	Prof. Cert Elem. Ed. (K-6)	8/10/17
Morse, Marni	ESOL, Reading	Prof. Cert Elem. Ed. (K-6)	7/27/17
Natson-Levels, Patrice	ESOL, Elementary ED, Reading	Permanent Substitute	9/27/17
Nazario, Zena	ESOL, Reading	Temp. Elem. Education K-6	8/10/17
Nickless, Annabelle	ESOL, Reading	Pre K Primary Education	8/10/17
Novoa, Farah	ESOL, Elementary ED, Reading	Temp. Cert. Drama 6-12	8/10/17
Nusen, Luana	ESOL, Reading	Temp. Cert. Elem. Education K-6	2/11/19
Page, Taja	ESOL, Elementary ED, Reading	Permanent Substitute	7/30/18
Pence, Jacob	ESOL,	Music K-12	9/21/20
Phillips, Alisha	ESOL, Reading	Elementary Education K-6	7/30/18
Rodriguez, Evy	Reading	Elementary Education K-6	7/25/16
Saint Just, Jason	ESOL, Reading, Elem. Education	Health Grades K-12	9/21/20
Salandy, Joan	ESOL, Reading, Elem. Education	Permanent Substitute	8/10/20
Sanchez, Kaitlyn	ESOL, Reading	Temp. Elementary Education K-6	7/20/19
Shelton, Steven	ESOL, Reading	Prof. Cert Elem. Ed. (K-6)	7/25/16
Smith, Arthur	ESOL, Elementary ED, Reading	Business Education 6-12	8/10/17
Stewart, Nelrose	Reading	Prof. Elem. Education K-6	8/1/06
Suarez, Karen	ESOL,	Daily Substitute	12/6/15
Swanborough, Loren	ESOL, Reading	Temp. Elementary Education K-6	8/10/20
Vil, Emmanuelle	ESOL, Reading	Prof. Elem. Education K-6	8/3/15