



**Lakeview Academy Board of Trustees Meeting**  
**February 5, 2009 at 7:00 p.m. at Lakeview Academy, Saratoga Springs**  
**Supporting Documentation for all Study and Action Items**

# Study Item #1

## Parent Assisted Learning (PALS)

### Volunteer Policy

Please come prepared to review this policy and discuss changes that need to be made for the 2009-2010 school year.

Policy Type: Required Policy  
Policy Title: Parent Assisted Learning (PALS) Volunteer Policy

We request parents to be involved and volunteer a minimum of 4 hours a month assisting their student's teachers and actively serve on one committee. Any additional service given to Lakeview Academy would be greatly appreciated. Volunteer hours can be logged in the office or on the REN Web.

The purpose and vision of the PALS program at Lakeview Academy is to enable parents to take an active role in the education of their children. As PALS volunteers are integrated into our learning community students will see that gaining education and learning is a life-long journey. As parents share in the learning experience, they will feel a greater investment in our school and their child's education.

We envision PALS volunteers will play a vital role in assisting students to become capable of tackling academic situations with confidence, while contributing to the communities in and outside of the classroom. By utilizing the strength of our parents we can provide smaller learning groups, more individualized attention, visiting experts and extra support for our students, teachers and administrators. As they interact with different individuals within their own community, the students will notice an increased feeling of community involvement and investment in their future. This interaction between educators and parents will greatly enhance the educational experience at Lakeview Academy.

It is the policy of Lakeview Academy to not let convicted sex offenders participate in volunteering on school grounds. They are welcome to volunteer in opportunities where children are not present. School administration will periodically check and comply with the laws of the Utah State Sex offender Registry.

PALS volunteers will be divided into two groups: *Level One, and Level Two*

**Volunteers at PALS One** will have a significant level of interaction with students, yet will still be supervised by the classroom teacher. Their main responsibilities are to assist with small group instruction in math, language arts or any of the additional core subjects as needed. Volunteers at this level would be asked to go through some basic training. This training could include, but is not limited to, basic classroom management, simple overview of Balanced Literacy and Saxon Math and any particular needs for the teacher and students they will be assisting.

**Volunteers at PALS Two** will have the greatest interaction with students and could potentially be left unsupervised with students. However, they will not be permitted at any time to be alone with any one student. More than one student or another teacher must be in close proximity (for instance, the volunteer may work with a student in the hall -- a public thoroughfare -- with the classroom door remaining open). They could provide the same assistance as a Level One volunteer. Yet the main responsibilities of these volunteers include: after school tutoring, working with students in class who need individual assistance, substitute teaching, and chaperoning field trips. Training would be required for volunteers at this level. This training could include, but is not limited to, different teaching methods, different learning styles, appropriate adult-student interactions, and first aid. Volunteers at this level will be required to be fingerprinted and have a background check at their own expense. Complete detailed information regarding these procedures is available upon request.

All volunteers will be required to wear a school-designated name badge or some other form of identification. Volunteers will check in at the front desk, prior to going to the classroom, to obtain their identification. This will assist the office staff in knowing who is in the building. We feel that having the volunteers wear specific identification is important for students so they may easily recognize whom they can ask for help. This will also help staff to distinguish between volunteers and visitors.

Those interested in volunteering at either PALS level should fill out a simple Volunteer Form and indicate PALS One or PALS Two. This form will be used by the Volunteer Coordinator to facilitate assignments. Scheduling and any necessary training of volunteers will be a joint effort between the Volunteer Coordinator, Academic Group committees, and Instructional Coach.

Thank you for your willingness to positively impact the lives of children at Lakeview Academy!

**Certification**

The undersigned officers and or directors of Lakeview Academy certify that this Parent Assisted Learning (PALS) Volunteer Policy was duly adopted as of June 5, 2008.

Signature: \_\_\_\_\_ Julianne Kicklighter \_\_\_\_\_

Print Name: \_\_\_\_\_ Julianne Kicklighter \_\_\_\_\_

Title: \_\_\_\_\_ Board President \_\_\_\_\_

Signature: \_\_\_\_\_ Tim Willden \_\_\_\_\_

Print Name: \_\_\_\_\_ Tim Willden \_\_\_\_\_

Title: \_\_\_\_\_ Board Vice President \_\_\_\_\_

The following is a breakdown of the specific volunteer levels as well as the activities and training required for each specific level:

Volunteer Levels	Activity Needed	Training Required	Training Provided By
<p><b><u>Volunteering</u></b> Moderate and supervised contact with students</p>	<ul style="list-style-type: none"> <li>• Office Help</li> <li>• Lunchroom Help</li> <li>• Recess Duty</li> <li>• Assist with additional core activities such as art projects and science experiments.</li> <li>• Visiting expert</li> </ul>	<ul style="list-style-type: none"> <li>• Operation of various tools, copiers, work room machinery</li> </ul>	<p>Individual teachers, office staff or Volunteer Coordinator as needed</p>
<p><b><u>PALS One</u></b> Significant interaction with students, yet supervised</p>	<ul style="list-style-type: none"> <li>• Reading in the classroom</li> <li>• Supervise centers</li> <li>• Oversee writer's workshop</li> <li>• Assist with small group instruction in Language Arts, Math, and any of the additional core subjects</li> <li>• Assisting with Testing</li> </ul>	<ul style="list-style-type: none"> <li>• General overview of Balanced Literacy.</li> <li>• General training in Saxon Math</li> <li>• Different teaching methods.</li> <li>• Classroom mgmt. Techniques</li> <li>• Grouping techniques and policy</li> </ul>	<p>Coordinated by Instructional Coach, Academic Committee and Volunteer Coordinator</p>
<p><b><u>PALS Two</u></b> Could be left unsupervised with students</p>	<ul style="list-style-type: none"> <li>• After school tutoring</li> <li>• A substitute teacher</li> <li>• Work with students who need <u>individualized</u> help.</li> <li>• Field trip chaperone</li> </ul>	<ul style="list-style-type: none"> <li>• Different learning styles</li> <li>• Different teaching methods</li> <li>• Appropriate adult-student interaction</li> <li>• First Aid</li> <li>• Privacy procedures</li> <li>• Classroom mgmt. techniques</li> <li>• More in-depth-knowledge of curriculum</li> </ul>	<p>Coordinated by Instructional Coach, Academic Group and Volunteer Coordinator</p>

# Study Item #2

## Benefits and Leave Policy

Please come prepared to review this policy and discuss changes that need to be made for the 2009-2010 school year.

Policy Type: Required Policy  
Policy Title: Benefits and Leave Policy

### Insurance Benefits

Insurance benefits are available to all Lakeview Academy Employees whose employment agreement schedules 32 hours of work in a given work week during the school year. Employees, whose employment agreement schedules at least 24 hours in a workweek during the school year, may elect to purchase insurance benefits. Benefits are subject to change and benefit documentation will be distributed to all employees at the beginning of each school year.

#### Cessation of Benefits upon Termination

Regular insurance benefits cease on the last day of the month in which employment is terminated. Insurance benefits will be in effect during the summer months for returning employees. In the event an employee does not return, that employee shall be liable to Lakeview Academy for the entire cost of all benefits paid on the employee's behalf during the school summer break.

Additional insurances are at the discretion and cost to the employee. Pay increases will be determined on an annual basis pending state legislative funding. A 7% 401K plan will be included as part of the compensation to designated employees depending on their role and function in the school.

### Employment Days

Each salary wage agreement shall not exceed a total of 187 days plus up to 10 in-service/ testing ½ days (paid @ the rate of \$50.00 ½ day). See school calendar.

## LEAVE POLICIES

### PERSONAL LEAVE

Each eligible certificated employee of the school shall be given two (2) days per year personal leave at no cost to the employee. Employees hired after a school year has started shall receive personal leave benefits on a prorated basis for the remainder of that year.

The following guidelines must be followed:

A. Except in unusual circumstances, prior notification must be given to the immediate supervisor at least one (1) day in advance.

B. Personal leaves may only be taken the day before or after a school holiday for the following specific reasons:

1. Observance of religious holidays which fall on a regularly scheduled school calendar work day.
2. Family weddings of near relatives including children, father, mother, brothers, sisters, grandchildren, grandparents, or the same to one's spouse or any other person who is a member of the same household as the employee.
3. Graduations of near relatives as defined in "2." above.
4. Required court appearances,
5. Deaths not covered by Bereavement Policy.
6. Conferences and conventions which relate to the individual employee's work assignment and are not covered by the Professional Leave Policy.

C. Personal leave shall not be taken during the first five days and last five days that students are in school except under the following conditions:

1. To attend the wedding of a near relative including child, father, mother, brother, sister, grandchild, grandparent or the same to one's spouse or any other person who is a member of the same household as the employee.
2. To attend to personal or business matters which require the employee's attendance and scheduling is beyond the employee's control.

D. Teachers may not take personal leave days on a professional development days.

E. Personal leave days may not be used during parent/teacher conferences.

F. Personal leave days may be donated to another teacher for emergencies as approved by the director.

G. Teachers will be paid for all unused personal leave in their July 1 paycheck.

## **SICK LEAVE**

It is the policy of the Board to pay sick leave benefits for certificated personnel who are scheduled to work 24 hours or more per week or more and to comply with requirements of Public Law 103-3, Family and Medical Leave Act

### Definitions

Immediate family is defined as husband, wife, daughter, son, father, mother, brother, sister, or other person residing in the employee's home on a permanent basis. Special circumstances may be appealed to the Director for consideration of immediate family status.

1. Certificated employees will be granted up to 10 days of sick leave per year accumulating 1 day ( 8 hours) per month. Employees hired after a school year has started shall receive sick leave benefits on a prorated basis for the remainder of that year.
2. Maximum accumulations:

Employees may accumulate up to 50 sick days.

3. An employee may use up to three days of his/her own accumulated sick leave to attend to the health care needs of immediate family members. This schedule does not change the way unused sick leave benefits are calculated
4. Use of sick leave for critical family care  
A maximum of ten (10) days of sick leave may be used each year to care for a critically ill member of the immediate family, death of an immediate family member, or critically ill person residing on a permanent basis in the employee's home.

## **BEREAVEMENT LEAVE**

The Bereavement Leave Policy shall be administered in accordance with the following guidelines:

Guidelines

- A. Employees shall be granted up to five (5) days absence without pay deduction contiguous with the event of the death of a husband, wife, daughter or son.
  - 1. This would also include any other person residing in the home who may have assumed the role of daughter or son.
- B. Employees shall be granted up to three (3) days absence without pay deduction in the event of the death of the employee's or spouse's father, mother, grandchild, brother, sister, grandfather, grandmother, brother-in-law, sister-in-law, son-in-law, daughter-in-law, or other person residing in the employee's home.
- C. A maximum of two (2) additional days may be granted if travel time is needed. Travel must be in excess of 350 miles (one way) to qualify for additional days. An immediate supervisor shall request travel verification information from an employee.
- D. Bereavement Leave is provided only for the death of individuals listed under items A. and B.
- E. Bereavement leave for part-time employees shall be prorated according.
- F. If the death of an employee's mother or father results in the loss of the only remaining parent, up to three (3) additional personal leave days may be taken to deal with estate issues. The three (3) additional days must be taken within one (1) calendar year of the parent's death.

**JURY DUTY OR WITNESS DUTY**

- A. Notice to the Director or authorized representative, together with a copy of the subpoena or notification from the court, shall be given as soon as possible after receiving such notification.
- B. Time off will be documented under the heading "Jury Duty" or "Witness in Court" on the Absence Record form. Any amount paid to the employee for service as a juror or as a witness, excluding mileage, will be deducted from the employee's regular pay.
- C. This policy does not apply to an employee who is party to litigation.

**MILITARY LEAVE**

All state and federal guidelines regarding military leave will be adhered to.

**Notification of Absence**

Employees are required to notify the Director notified no later than 7:00a.m. on the day of the absence as soon as they know that they will be absent from work.

The Undersigned officers and or directors of Lakeview Academy certify that this Leave and Benefits policy was duly adopted as of May 8, 2008.

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

# Study Item #3

## State Radio Ad

This contains e-mails that have dealt with the Radio Ad and the script. Sorry they are not in order and there may be some duplication. I just cut and pasted everything that I have received without putting it in order or checking for duplication. The script is at the end of the e-mails.- Joylin

Here is more information about the radio spot.

I have had some communication last week with the other board members and I wanted to get a little more information.

I hope this is helpful in your decision.

----- Forwarded message -----  
From: **Andrea McOmber** <[amcomber@gmail.com](mailto:amcomber@gmail.com)>  
Date: Mon, Feb 2, 2009 at 4:17 PM  
Subject: Re: Radio Spot  
To: Cory Thorson <[cthorsen@lakeview-academy.com](mailto:cthorsen@lakeview-academy.com)>

I don't know the schools names. Right now we have 7 schools plus the Association kicking in. Yes, it is the same for all. Probably looking at \$1,000. The names will not be in the radio ad but the ad will drive everyone to a web-site that will have only those schools on the site.

Yes the script writer at KSL put this together. It will be read either like a PSA or a segway into a talk show discussion by like Doug Wright, etc. I've attached the script. We won't know the details on how often/when it will run until after we have exact numbers from the schools.

Someone should have gotten an email from UAPCS last week. Also, it was my understanding they brought it up at the last meeting.

On Mon, Feb 2, 2009 at 4:08 PM, Cory Thorson <[cthorsen@lakeview-academy.com](mailto:cthorsen@lakeview-academy.com)> wrote:

Hi Andrea,

LeAnn Peterson from Lakeview Academy sent me some information about a radio spot plan with UAPCS. We may be meeting to discuss this project. Can you give me a little information on the project?

- What other schools have committed to the project?
- Is the buy in an even commitment among the schools?
- Will the school names be mentioned?
- Do you have a script prepared?

Any other information would be helpful

Thank you!

--

Cory Thorson  
Lakeview Academy Board Member  
Mobile: 1-801-921-9336

Hello all,  
Recently Andrea McOmber, my community rep. gal, has been in contact with Wendy of the Utah Association of Public Charter Schools. They have been discussing a plan in conjunction with many other charter schools that are coordinating to prepare a radio spot that will advertise for all the area charter schools. The main purpose of this radio spot is to dispel many myths out there about charter schools, such as "you have to pay tuition to attend charter schools" and such. It will advertise a website that listeners can go to (I think it's through the UAPCS), pick the area they live in, then the name of our school will come up as the option for the immediate area, then link them to our site.

Andrea asked me to contact you to ask your opinion about whether you'd like Lakeview to become involved in this plan. Andrea coordinated a radio spot that we did on KSL in the fall that only advertised our school. It cost us over \$2000 and only played once a day for about 2 weeks. With this new radio spot plan, it would get a lot more play time, on both KSL and FM 100, and will cost between \$1000-2000. She explained it will be about 6 times the exposure compared to the fall's ad, at half the price. Supposedly the ad is being subsidized by the Association as well. Many of the directors for other charter schools are on board for this plan, and are helping pay for it. It is scheduled to happen soon, so Andrea would like all of your feed-back ASAP. She thought it might even require an emergency meeting. Please contact her at [amcomber@gmail.com](mailto:amcomber@gmail.com) or you can send your response back to me. We hope to hear from you soon!

Have a Great Day!

LeAnn Peterson  
Lakeview Publicity Advisor  
768-3215

What was the verdict on this one?

On Tue, Jan 27, 2009 at 8:03 AM, Cory Thorson <[corythorson@gmail.com](mailto:corythorson@gmail.com)> wrote:  
I forgot to include everyone on my reply, Here it is:

=====

I oppose using that much of the advertising budget being spent on a one shot deal. It seems more like a telescopic attempt to warm people up to the charter school idea, and not specifically Lakeview Academy.

I totally support the idea of 'getting the word out', but I'd rather be more centric on our advertising spending. Especially since the budget is tight.

If it was brought to my vote to allow more funding for this project, I would say no. If you want a more in depth reason to this, I'd be happy to attend a phone meeting with you.

=====

On Mon, Jan 26, 2009 at 8:00 PM, Cory Thorson <[corythorson@gmail.com](mailto:corythorson@gmail.com)> wrote:  
I heard from Deanne there was only \$500 left in the advertising budget.  
If the board was going to meet on this, I would like to be present. I have some opinions on this.

On Mon, Jan 26, 2009 at 7:55 PM, Tina Smith <[tsmith@lakeview-academy.com](mailto:tsmith@lakeview-academy.com)> wrote:  
Hi

I just got this from Andrea today!

Tina

From: Andrea McOmber  
Date: 1/27/09 0:32  
Subject: Re: Statewide Radio Ad

Tina, Hey just wanted to give you an update. We finally have a new busing person. Its the Royce's. Here is their email [cbroyce@msn.com](mailto:cbroyce@msn.com). Also, the Utah Association is definitely going to do the radio ad. Their President called me today and we're working up the numbers with Bonneville Communications. The big problem is timing. We would run the ad starting next week and continuing until the enrollment deadline. Do you think the Board could get together in the next couple days to vote and sign a check if they like the proposal? I can email more exact numbers tomorrow. LeAnne spoke with Penny about it and she was very interested. There are a ton of schools interested in doing it and the Association will also help to pay. I'm just guessing it will cost around \$1,000-2,000/school. We'd be looking at exposure on two different stations and the ad would run about 6x as much as when we did ours. Thanks, Andrea

On Tue, Dec 16, 2008 at 12:04 PM, Tina Smith <[tsmith@lakeview-academy.com](mailto:tsmith@lakeview-academy.com)> wrote:  
Andrea,

Sounds interesting! Have you discussed this with the Administration? What are their thoughts? This will definitely be something that will have to be formally approved by the board before we do

anything - but I am sure you knew that - sorry for the reminder!

By the way - how is the transportation committee coming? Have you met with Alan and given him all your files and information? How is that transition going? Do you guys have a committee co-chair to work with Alan on the bussing?

Thanks for all you do!

Tina Smith  
VP Board Trustees  
Lakeview Academy

From: "Andrea McOmber"  
Date: 12/16/08 18:29  
Subject: Statewide Radio Ad

Mr. Winitzki,  
Lincoln Fillmore suggested I contact you regarding the idea of a radio ad paid for by a group of charter schools. First, let me introduce myself. I'm a marketing/PR professional whose daughter goes to Lakeview Academy. I help with enrollment among other things as a volunteer for them. We ran a radio ad on KSL last September but just didn't have the budget to get optimal exposure. Also, it wasn't a very effective use of our money because the radio reaches the entire state. Here is what I had proposed to Lincoln and he mentioned the Association had already been considering something like it.

Run a 2-3 week radio ad on KSL and a couple other stations just before Open Enrollment deadlines. It would be a really intensive public information campaign about Utah charter schools including things like no tuition, certified teachers, charters are public schools, more personalized education, etc. Basically, trying to really clear up the common misconceptions that still exist. We then drive them to a web-site with all the schools who contribute to the campaign to learn more and find the school in their area.

I could either create a web-site that would only cost us about \$15/month to have set up and hosted by Google or yahoo ([www.utahcharterschools.net](http://www.utahcharterschools.net) is available) or we could use your personal one. The only problem with your site would be that we have to limit the schools listed to those who helped pay for the campaign. The site or web-page would have a map of where the charter schools are located, FAQs about charter schools in general and each school's banner link with their logo to their individual web-site and a small paragraph blurb.

I have a contact at Bonneville who is incredible. They will do the production and writing of the ad

for free. Also, because we are all non-profit we get time matching, i.e. each spot we pay for we get an additional spot of the same value free. He's getting me some numbers so I can give different financial scenarios based on the number of schools who desired to be involved and if your organization could contribute anything. It would have to be a first come/first serve and we might need to limit competing schools.

The easiest way to pay would be get all the money to your organization and then pay Bonneville. Another option would to just gather all the checks and then deliver them in one group at the same time. The only problem with that is we may need to each get KSL copies of our non-profit status. Anyone not getting a check in by the deadline would not be able to be included. We could just cut down radio time to match the exact amount we collected.

This entire campaign would enable us to clear up the many misconceptions regarding charter schools while also allowing us all to make better use of our advertising funds. I will send over some projected cost scenarios as soon as I hear back from my contact. It will probably be before the end of day tomorrow. Feel free to email or call with any questions or ideas. I've also attached the ad our school ran to give you an idea of the kind of things they can produce. For our particular ad, I was thinking something that sounded like a PSA would be appropriate. Sincerely, Andrea McOmber801-766-5523

I would like to have more details regarding the advertising proposal, before making any sort of decision.

I am concerned that the previous attempt was unscussesful, and this proposal is even more broad since it is involving a large number of schools. A more focused advertisment may yield a better outcome. I look forward to any additional information.

Alan Daniels

adaniels@lakeview-academy.com

From: "Tina Smith" <tsmith@lakeview-academy.com>  
Date: 27 Jan, 09 2:49Subject: FW: Re: Statewide Radio Ad

Hi everyone,

I just got this from Andrea today!

Tina

From: Andrea McOmber  
Date: 1/27/09 0:32  
Subject: Re: Statewide Radio Ad

Tina, Hey just wanted to give you an update. We finally have a new busing person. Its the Royce's. Here is their email cbroyce@msn.com. Also, the Utah Association is definitely going to do the radio ad. Their President called me today and we're working up the numbers with Bonneville Communications. The big problem is timing. We would run the ad starting next week and continuing until the enrollment deadline. Do you think the Board could get together in the next couple days to vote and sign a check if they like the proposal? I can email more exact numbers tomorrow. LeAnne spoke with Penny about it and she was very interested. There are a ton of schools interested in doing it and the Association will also help to pay. I'm just guessing it will cost around \$1,000-2,000/school. We'd be looking at exposure on two different stations and the ad would run about 6x as much as when we did ours. Thanks, Andrea

On Tue, Dec 16, 2008 at 12:04 PM, Tina Smith <tsmith@lakeview-academy.com> wrote:  
Andrea,

Sounds interesting! Have you discussed this with the Administration? What are their thoughts? This will definitely be something that will have to be formally approved by the board before we do anything - but I am sure you knew that - sorry for the reminder!

By the way - how is the transportation committee coming? Have you met with Alan and given him all your files and information? How is that transition going? Do you guys have a committee co-chair to work with Alan on the bussing?

Thanks for all you do!

Tina Smith  
VP Board Trustees  
Lakeview Academy

From: "Andrea McOmber"  
Date: 12/16/08 18:29  
Subject: Statewide Radio Ad

Mr. Winitzki,

Lincoln Fillmore suggested I contact you regarding the idea of a radio ad paid for by a group of charter schools. First, let me introduce myself. I'm a marketing/PR professional whose daughter goes to Lakeview Academy. I help with enrollment among other things as a volunteer for them. We ran a radio ad on KSL last September but just didn't have the budget to get optimal exposure. Also, it wasn't a very effective use of our money because the radio reaches the entire state. Here is what I had proposed to Lincoln and he mentioned the Association had already been considering something like it..

Run a 2-3 week radio ad on KSL and a couple other stations just before Open Enrollment deadlines. It would be a really intensive public information campaign about Utah charter schools including things like no tuition, certified teachers, charters are public schools, more personalized education, etc. Basically, trying to really clear up the common misconceptions that still exist. We then drive them to a web-site with all the schools who contribute to the campaign to learn more and find the school in their area.

I could either create a web-site that would only cost us about \$15/month to have set up and hosted by Google or yahoo ([www.utahcharterschools.net](http://www.utahcharterschools.net) is available) or we could use your personal one. The only problem with your site would be that we have to limit the schools listed to those who helped pay for the campaign. The site or web-page would have a map of where the charter schools are located, FAQs about charter schools in general and each school's banner link with their logo to their individual web-site and a small paragraph blurb.

I have a contact at Bonneville who is incredible. They will do the production and writing of the ad for free. Also, because we are all non-profit we get time matching, i.e. each spot we pay for we get an additional spot of the same value free. He's getting me some numbers so I can give different financial scenarios based on the number of schools who desired to be involved and if your organization could contribute anything. It would have to be a first come/first serve and we might need to limit competing schools.

The easiest way to pay would be get all the money to your organization and then pay Bonneville. Another option would be to just gather all the checks and then deliver them in one group at the same time. The only problem with that is we may need to each get KSL copies of our non-profit status. Anyone not getting a check in by the deadline would not be able to be included. We could just cut down radio time to match the exact amount we collected.

This entire campaign would enable us to clear up the many misconceptions regarding charter schools while also allowing us all to make better use of our advertising funds. I will send over some projected cost scenarios as soon as I hear back from my contact. It will probably be before the end of day tomorrow. Feel free to email or call with any questions or ideas. I've also attached the ad our school ran to give you an idea of the kind of things they can produce. For our particular ad, I was thinking something that sounded like a PSA would be appropriate.

Sincerely, Andrea McOmber 801-766-5523

I heard from Deanne there was only \$500 left in the advertising budget.  
If the board was going to meet on this, I would like to be present. I have some opinions on this.

On Mon, Jan 26, 2009 at 7:55 PM, Tina Smith <[tsmith@lakeview-academy.com](mailto:tsmith@lakeview-academy.com)> wrote:  
Hi everyone,

I just got this from Andrea today!

Tina

From: Andrea McOmber  
Date: 1/27/09 0:32  
Subject: Re: Statewide Radio Ad

Tina, Hey just wanted to give you an update. We finally have a new busing person. Its the Royce's. Here is their email [cbroyce@msn.com](mailto:cbroyce@msn.com). Also, the Utah Association is definitely going to do the radio ad. Their President called me today and we're working up the numbers with Bonneville Communications. The big problem is timing. We would run the ad starting next week and continuing until the enrollment deadline. Do you think the Board could get together in the next couple days to vote and sign a check if they like the proposal? I can email more exact numbers tomorrow. LeAnne spoke with Penny about it and she was very interested. There are a ton of schools interested in doing it and the Association will also help to pay. I'm just guessing it will cost around \$1,000-2,000/school. We'd be looking at exposure on two different stations and the ad would run about 6x as much as when we did ours. Thanks, Andrea

On Tue, Dec 16, 2008 at 12:04 PM, Tina Smith <[tsmith@lakeview-academy.com](mailto:tsmith@lakeview-academy.com)> wrote:  
Andrea,

Sounds interesting! Have you discussed this with the Administration? What are their thoughts? This will definitely be something that will have to be formally approved by the board before we do anything - but I am sure you knew that - sorry for the reminder!

By the way - how is the transportation committee coming? Have you met with Alan and given him all your files and information? How is that transition going? Do you guys have a committee co-chair to work with Alan on the bussing?

Thanks for all you do!

Tina Smith  
VP Board Trustees  
Lakeview Academy

From: "Andrea McOmber"  
Date: 12/16/08 18:29  
Subject: Statewide Radio Ad

Mr. Winitzki,  
Lincoln Fillmore suggested I contact you regarding the idea of a radio ad paid for by a group of charter schools. First, let me introduce myself. I'm a marketing/PR professional whose daughter goes to Lakeview Academy. I help with enrollment among other things as a volunteer for them. We ran a radio ad on KSL last September but just didn't have the budget to get optimal exposure. Also, it wasn't a very effective use of our money because the radio reaches the entire state. Here is what I had proposed to Lincoln and he mentioned the Association had already been considering something like it.

Run a 2-3 week radio ad on KSL and a couple other stations just before Open Enrollment deadlines. It would be a really intensive public information campaign about Utah charter schools including things like no tuition, certified teachers, charters are public schools, more personalized education, etc. Basically, trying to really clear up the common misconceptions that still exist. We then drive them to a web-site with all the schools who contribute to the campaign to learn more and find the school in their area.

I could either create a web-site that would only cost us about \$15/month to have set up and hosted by Google or yahoo ([www.utahcharterschools.net](http://www.utahcharterschools.net) is available) or we could use your personal one. The only problem with your site would be that we have to limit the schools listed to those who helped pay for the campaign. The site or web-page would have a map of where the charter schools are located, FAQs about charter schools in general and each school's banner link with their logo to their individual web-site and a small paragraph blurb.

I have a contact at Bonneville who is incredible. They will do the production and writing of the ad for free. Also, because we are all non-profit we get time matching, i.e. each spot we pay for we get an additional spot of the same value free. He's getting me some numbers so I can give different financial scenarios based on the number of schools who desired to be involved and if your organization could contribute anything. It would have to be a first come/first serve and we might need to limit competing schools.

The easiest way to pay would be get all the money to your organization and then pay Bonneville. Another option would to just gather all the checks and then deliver them in one group at the same time. The only problem with that is we may need to each get KSL copies of our non-profit status. Anyone not getting a check in by the deadline would not be able to be included. We could just cut down radio time to match the exact amount we collected.

This entire campaign would enable us to clear up the many misconceptions regarding charter schools while also allowing us all to make better use of our advertising funds. I will send over some projected cost scenarios as soon as I hear back from my contact. It will probably be before the end of day tomorrow. Feel free to email or call with any questions or ideas. I've also attached the ad our school ran to give you an idea of the kind of things they can produce. For our particular ad, I was thinking something that sounded like a PSA would be appropriate.  
Sincerely, Andrea McOmber801-766-5523

Script:

A lot of people would like to send their children to charter schools because of the high quality of education but they fear that the cost may be too much. In reality this is not the case. In fact, CHARTER SCHOOLS DO NOT CHARGE TUITION a charter school IS A PUBLIC SCHOOL, SO NO MONEY IS LOST FROM THE PUBLIC SCHOOL SYSTEM... .... A CHARTER SCHOOL IS A PLACE WITH CERTIFIED TEACHERS WHO HAVE THE SAME STATE CURRICULUM REQUIREMENTS AS ALL PUBLIC SCHOOLS....

CHARTER SCHOOLS ALLOW YOUR CHILD TO ENJOY SMALLER CLASSROOMS, MORE OPTIONS INCLUDING SCIENCE AND ART; PLUS A FLEXIBLE LEARNING ENVIRONMENT.... LOG ONTO UTAH CHARTER SCHOOL DOT COM TO FIND THE SCHOOL IN YOUR AREA....

OPEN ENROLLMENT FOR ALL UTAH CHARTER SCHOOLS IS GOING ON NOW THROUGH FRIDAY FEBRUARY 13. SO MAKE REGISTERING A PRIORITY TODAY... VISIT UTAH CHARTER SCHOOL DOT COM AND LEARN MORE.....THAT'S UTAH CHARTER SCHOOL DOT COM...UTAH CHARTER SCHOOLS---PERSONALIZING PUBLIC EDUCATION...

- |       |  |          |            |              |      |                |
|-------|--|----------|------------|--------------|------|----------------|
| Key   |  |          |            |              |      | Points:        |
| Goal: | Want   | to       | clear      | up           |      | misconceptions |
| 1.    | Charter Schools are Public Schools - Don't take money away from Public Schools because they are Public Schools   |          |            |              |      |                |
| 2.    | They   |          | Charge     |              | no   | Tuition        |
| 3.    |  | Teachers |            | are          |      | certified      |
| 4.    | Have   | same     | curriculum | requirements | from | the state.     |
| 5.    | Give parents education choices including things like smaller classrooms, more science/arts, and flexible learning environments without the hefty private school price tag.           |          |            |              |      |                |
| 6.    | Open enrollment going on now for 2009-2010 school year and will be closing Friday Feb 13.  |          |            |              |      |                |
| 7.    | Visit <a href="http://www.utahcharterschool.com">www.utahcharterschool.com</a> to find a school in their area or learn more. "Utah Charter Schools...Personalizing Public Education" |          |            |              |      |                |

# Study Item #4

## Global Executive Constraint Policy

Policy Type: Executive Limitations  
Policy Title: Global Executive Constraint

*The Director shall not cause or allow any practice, activity decision, or organizational circumstance that is either unlawful, imprudent, or in violation of commonly accepted educational, business and professional ethics.*

# Study Item #5

## Global Governance Process Policy

Policy Type: Governance Process  
Policy Title: Global Governance Process Policy

The purpose of the board, on behalf of the citizens of Utah, is to see to it that Lakeview Academy (1) achieves what it should and (2) avoids unacceptable actions and situations.

# Study Item #6

## Global Governance-Management Relationship Policy

Policy Type: Governance-Management Relationship  
Policy Title: Global Governance-Management Relationship Policy

*The board's sole official connection to the operating organization, its achievement, and conduct will be through Lakeview Academy Director.*

# Study Item #7

## Board Agenda Policy

Policy Type: Governance Process

Policy Title: Board Agenda

*To accomplish its job products with a governance style consistent with board policies, the board will follow an annual agenda that (1) completes re-exploration of Ends policies annually and (2) continually improves board performance through board education and enriched input and deliberation.*

Accordingly,

1. The cycle will conclude each year on the last day of June so that administrative planning and budgeting can be based on accomplishing one-year segments of the board's most recent statement of long-term Ends.
2. The cycle will start with the board's development of its agenda for the next year.
  - a. Consultations with selected groups in the ownership, or other methods of gaining ownership input, will be determined and arranged in the first quarter, to be held during the balance of the year.
  - b. Governance education and education related to ends determination (for example, presentations by futurists, demographers, advocacy groups, and staff) will be arranged in the first quarter, to be held during the balance of the year.
3. The Board shall give public notice by August 15<sup>th</sup> of its annual meeting schedule specifying the date, time, and place of its meetings in addition the board shall give not less than 24 hours' public notice of the agenda, date, time and place of its meetings.
4. Throughout the year, the board will attend to consent agenda items as expeditiously as possible. Items to be considered for the agenda must be e-mailed to bot@lakeview-academy by the 20<sup>th</sup> of the previous month along with all supporting documentation. Emergency items will be determined and added to the agenda under the discretion of the Board President.
5. Director monitoring will be included on the agenda if monitoring reports show policy violation or if policy criteria are to be debated.
6. Director remuneration (a payment or reward for goods or services) will be decided in the last quarter after a review of monitoring reports received during current fiscal year.

# Study Item # 8

## Board Members' Code of Conduct Policy

Policy Type: Governance Process  
Policy Title: Board members' code of conduct

*The board commits itself and its members to ethical, businesslike, and lawful conduct. Including proper use of authority and appropriate decorum when acting as board members*

Accordingly,

1. Members must represent unconflicted loyalty to the interests of the ownership (citizens of Utah). This accountability supersedes any conflicting loyalty such as that to advocacy or interest groups and membership on other boards and staffs. It also supersedes the personal interest of any board member acting as a consumer of the organization's services.
2. Members must avoid conflict of interest with respect to their fiduciary responsibility.
  - a. There must be no self-dealing or any conduct of private business or personal service between any board member and the organization, except as procedurally controlled, to assure openness, competitive opportunity, and equal access to inside information.
  - b. When the board is to decide upon an issue about which a member has an unavoidable conflict of interest, that member shall absent herself or himself without comment from not only the vote but also from the deliberation.
  - c. Board members must not use their positions to obtain employment for themselves, family members, or close associates. Should a member desire employment, he or she must first resign.
  - d. Members will annually disclose their involvements with other organizations, with vendors, or any other associations that might produce a conflict.
3. Board members may not attempt to exercise individual authority over the organization except as explicitly set forth in board policies.
  - a. Members' interactions with public, press or other entities must recognize the same limitation and the inability of any board member to speak for the board except to repeat explicitly stated board decisions.
  - b. Members will give no consequence or voice to individual judgments of the Director or staff performance.
4. Members will respect the confidentiality appropriate to issues of sensitive nature.
5. Members may not make any unilateral decisions on behalf of the board.

# Study Item #9

## Board Committee Principles Policy

Policy Type: Governance Process

Policy Title: Board committee principles

*Board committees, when used, will be assigned so as to reinforce the wholeness of the board's job and so as never to interfere with delegation from board to Director.*

Accordingly,

1. Board committees are to help the board do its job, never to help or advise the staff. Committees ordinarily will assist the board by preparing policy alternatives and implications for board deliberations. In keeping with the board's broader focus, board committees will normally not have dealings with current staff operations.
2. Board committees may not speak or act for the board except when formally (at a board meeting with a motion) given such authority for specific and time-limited purpose. Expectations and authority will be carefully stated in order not to conflict with authority delegated to the Director.
3. Board committees cannot exercise authority over staff. Because the Director works for the full board, he or she will not be required to obtain approval of a board committee before an executive action.
4. Board committees are to avoid over-identification with organizational parts rather than the whole. Therefore a board committee that has helped the board create policy on some topic will not be used to monitor organizational performance on that same topic.
5. Committees will be used sparingly and ordinarily in an ad hoc capacity.
6. This policy applies to any group that is formed by board action, whether or not it is called a committee and regardless of whether the group includes board members. It does not apply to committees formed under the authority of the Director.

# Action Item #1

## Bussing Proposal

Due to the loss of revenue at the state level it is proposed that Lakeview Academy table the purchase of busses until the State Legislation has passed the 2008-2009 and the 2009-2010 budgets and we are able to prioritize the needs for Lakeview Academy to ensure that we are continuing to take a fiscally strong stance.