



## Governing Board Meeting Minutes September 12, 2022

### Attendees

#### Members

Present	Absent	Member
	X	<b>Sharyl Allen</b> , Deputy Superintendent, Office of Public Instruction
X		<b>Joel Graves</b> (Chair), Superintendent, Eureka Public Schools
X		<b>Anthony Lapke</b> (Vice Chair), Teacher, Glacier High School
X		<b>Adrea Lawrence</b> , Dean, Phyllis J. Washington College of Education, University of Montana, Non-Voting
	X	<b>Luke Muszkiewicz</b> , Chair, Board of Trustees, Helena School District No.1
	X	<b>Brock Tessman</b> , Deputy Commissioner, Academic, Research & Student Affairs, Office of the Commissioner of Higher Education
X		<b>Jason Neiffer</b> , Executive Director, Ex Officio, Non-Voting
X		<b>Mike Agostinelli</b> , Assistant Director/Curriculum Director, Ex Officio

#### Staff and Guests

- Christen Cole, Instructional Registrar, MTDA
- Anna East, Tribal Relations and Education Fellow, MTDA
- Kate Peterson, Student Support and Content Specialist, MTDA
- Ryan Schrenk, EdReady Program Manager, MTDA
- Jason Leonard, EdReady Instructional Registrar, MTDA
- Virg Hale, EdReady Lead Ambassador, MTDA
- Jodie Hirsch, Instructional Projects Manager, MTDA
- Sarah Marker, Business Manager, MTDA
- Caitlin Byers, Student Support and Content Specialist, MTDA

## Minutes

The meeting was called to order at 2:32 pm. Chair Graves called the meeting to order at 2:31pm. **The chair established that no quorum was present so no business could be conducted.**

The consent agenda and leadership elections were postponed until the October meeting.

Chair Graves called for public comment. No public comment was offered.

The meeting continued with board updates as follows.

- Enrollment Update (Assistant Director Mike Agostinelli)
  - Mr. Agostinelli addressed the board. He noted that all numbers are unofficial since we have not completed the drop period. As of 9/12, all categories are up significantly, including original credit (1411 to 1737), dual credit (30 to 90), and middle school (51 to 202). He described this in the context of the larger cost-sharing discussion and that our estimation that enrollments would return after the dip in 2021 was correct.
  - Dr. Neiffer also commented that the increase was despite some “full program” usage not appearing as expected.
  - Vice Chair Lapke commented that he expects enrollment to grow in the future, akin to the early days of MTDA.
- Marketing Update
  - Dr. Neiffer introduced the discussion by stating that marketing is highly important due to the cost-sharing model. Parents are more important in our new model since some counselors and administrators might be less inclined to present distance learning as an option with the cost-share involved. He introduced other staff working on marketing, including Distance Learning Operations Manager Christen Cole and Assistant Director Agostinelli.
  - Mr. Agostinelli echoed the need to get MTDA information in front of parents.
  - Ms. Cole described MTDA's efforts to create a marketing calendar and expand our social media marketing. MTDA messages and videos have been seen by tens of thousands across the state.
  - Dr. Neiffer shared MTDA's work with KCPN, UM's student video production house, to create a 30-second commercial to share over social media and targeted advertising.
- Staffing Update
  - Mr. Agostinelli introduced Caitlin Byers, the new Student Support and Content Specialist that started in September. She addressed the board and expressed to be working with Montana students!

Chair Graves concluded the meeting at 2:56pm.