

*Rural Virtual Academy
Regular Board Meeting
Wednesday, November 17, 2010*

The regular meeting of the Rural Virtual Academy was called to order by Administrator, Charlie Heckel, on Wednesday, November 18, 2010, at 2:00 p.m. at the Medford Area Public School District Office.

Roll Call

Roll call indicated that Charlie Heckel, Rebeccah Hopkins, Jim Hostvedt, Sue King, Greg Krause, Christine Peloquin, Jon Rulien and Dennis Schultz were present. Heidi Mann was absent.

Administrators present included: Pat Sullivan, Reed Welsh and Angela Woyak. Randy Bergman, Roxann Bornemann, Steve Kolden and Lisa Snyder were absent.

Open Meeting Law Compliance

Charlie Heckel stated that a copy of the agenda was sent to the Medford Area Public Schools, Star News, WKEB/WIGM Radio and was posted at the District Office.

Jim Hagen (Colby) arrived at 2:02 p.m.

Period of Public Comment

None.

Correspondence

1. Good News

Sandy Pope shared with the board the WKCE testing experience and the activities which students and parents were able to participate in during their stay in Medford.

Heidi Mann arrived at 2:05 p.m.

The board was updated on the Camp Forest Spring surveys which were included in the board packet.

2. PAC Update

Heidi Mann provided the board with a PAC update, including Jan Farmer's availability to assist with behavior or learning problems, billboards and radio marketing efforts, Reading Eggs – online reading program, Physical Education pilot for grades 6-8, RVA Wear which is available to purchase, community service projects for students and the next meeting is scheduled for December 2, 2010.

Consent Agenda

Consideration of:

1. Approval of Agenda

2. Secretary's Report

- a. Approval of Regular Meeting Minutes of Thursday, September 23, 2010 (open)

Motion (Rulien/King) to approve the consent agenda, including: approval of agenda and approval of regular meeting minutes of Thursday, September 23, 2010 (open). Motion carried.

Regular Business

1. Update on Enrollment

The board was updated in current enrollments.

2. Update on RVA Marketing Plan for 2011-12

The board reviewed the placement of billboards, the addition of radio ads and Google Ads. The board also reviewed information located on Google Analytics, showing where people are located that are searching for information regarding RVA.

3. Update on WKCE Testing

The board was updated that WKCE testing is just about complete. Since we provide education to students across the state and families traveled to Medford to take the tests, those that traveled were offered the opportunity to spend the night at the AmericInn. Evening activities were planned, including the fitness center at MAMS and rock wall climbing.

4. Update on Consortium District RVA Contacts

All districts were asked to submit the name of the contact person for enrollments and WSLS/ISES.

5. Presentation of RVA Commitment Agreements

RVA Commitment Agreements were provided to the district for the 2011-12 school year. It is asked that agreements be signed and returned prior to January.

6. Consideration of Adjustment to Membership Fee Calculation, beginning 2011-12

An adjusted membership fee calculation, beginning with the 2011-12 school year, was shared with the board.

Motion (Rulien/Krause) to approve the adjusted membership fee calculation, beginning in the 2011-12 school year. Motion carried.

7. Update on RVA Costing

The board reviewed the 2010-11 costing.

Adjourn

Motion (King/Mann) to adjourn the meeting. Motion carried. The meeting was adjourned at 3:02 p.m.

Jennifer Kuenne
Recording Secretary