21st Century Public Academy
Governance Council Meeting
Feb 17, 2022

Principal's Report

1. **Procurement & IT**
    a. 288 chromebooks have been procured and delivered. These were ordered via the Emergency Connectivity Grant to replace our expired/damaged chromebooks and prepare for future expansion. I am in the process of adding them to inventory and distributing them to the classrooms. 12 additional chromebooks that were backordered should arrive next month.

2. **Testing**
    a. All ACCESS for ELLs testing has been completed for in-person students.
    b. Test materials for the NM-ASR and NM-MSSA have been ordered, these tests will take place the weeks of 4/11 and 4/18 respectively. Staff underwent training for these tests during yesterday's in-service.
    c. Testing Calendar Review
    d. 1st-2nd ISIP Update

Math				
1st Grade	**Sept.**	**Dec.**	**Jan.**	**Growth**
Level 1	27%	17%	10%	**-17%**
Level 2	45%	8%	40%	**-5%**
Level 3	0%	33%	10%	**10%**
Level 4	27%	33%	30%	**3%**
Level 5	0%	8%	10%	**10%**
2nd Grade	**Sept.**	**Dec.**	**Jan.**	**Growth**
Level 1	33%	33%	38%	**5%**
Level 2	22%	22%	25%	**3%**
Level 3	22%	22%	13%	**-9%**
Level 4	11%	0%	13%	**2%**
Level 5	11%	22%	13%	**2%**

Reading				
1st Grade	**Sept.**	**Dec.**	**Jan.**	**Growth**
Level 1	50%	27%	30%	**-20%**
Level 2	42%	36%	30%	**-12%**
Level 3	8%	36%	40%	**32%**
Level 4	0%	0%	0%	**0%**
Level 5	0%	0%	0%	**0%**
2nd Grade	**Sept.**	**Dec.**	**Jan.**	**Growth**
Level 1	22%	33%	25%	**3%**
Level 2	33%	22%	38%	**5%**
Level 3	22%	22%	0%	**-22%**
Level 4	0%	22%	25%	**25%**
Level 5	22%	0%	13%	**-9%**

3. **OSIs**
    a. Goal: 75% of students, enrolled on the 40th and 120th day, will complete at least 18 OSIs and earn a minimum of a 3 on the RACED writing OSI Assignment Rubric on the final assignment for the year.

Grade Level	Number of OSIs	Average 3+ RACED %	Most Recent 3+ RACED %
1st-2nd	3	59.5%	57%
3rd-4th	6	87%	91%

5th	9	70.8%	86%
6th	11	59.4%	86%
7th	15	80.4%	88%
8th	13	70.8%	79%

4. **Committees**
    a. Equity Council
        i. Next meeting will take place on February 28th.
    b. School Advisory Committee
        i. Next meeting will take place on February 22nd.

5. **Staff Training**
    a. PED will be releasing the Anti-Racism staff training that will meet the requirements for HB43 (Black Education Act) later this month. The anticipated launch date for the training is February 21st, after which time we will begin training our staff.

6. **Recruitment**
    a. Social Media Campaign
        i. We are working with Unity Design to make weekly social media postings to Instagram (https://www.instagram.com/21stcenturypublicacademy), Facebook (https://www.facebook.com/21stCenturyPA), and Twitter (https://twitter.com/21stCenturyABQ). These posts will cover individual teachers, our athletics program, our after school clubs, and upcoming events.
    b. Niche Premium Profile
        i. We are looking into subscribing to the Niche website's premium profile, which includes the following promotional features (https://www.niche.com/k12/21st-century-public-academy-albuquerque-nm/):
            1. Placing our school on local competitor's pages.
            2. Pushing our school's Niche profile to the top of Google queries.
            3. Remarketing, wherein our school's profile will show up in other sites such as Facebook and Instagram.
            4. Sponsored listings on "Places to Live" section on Niche.
            5. Event promotion for our Open House.
    c. Mom's Blog
        i. Thanks to the Foundation we have renewed our school's entry in the Albuquerque Mom's Blog (https://albuquerque.momcollective.com/around_abq/guide_to_albuquerque/albuquerque-moms-blog-guide-to-charter-schools/), which covers

charter schools in the city. Our entry includes a description of our school as well as links to our website and social media.

d. Shamrock and Roll Run
    i. We are partnering with TCR Productions, who is putting on a 5k/10k run along Morningside and Cutler in coordination with other Cutler organizations (https://www.tcrproductions.com/SNR2022form.pdf). The run will take place on March 19th and will feature our school's logo on all marketing materials as well as the runners' shirts. The emcee of the event will also speak about our school periodically throughout the run. Our Athletics Director and Student Council members will be present at the awards ceremony to represent the school. Ms. Lerner will also be present with members of the track team to participate in the run itself.
e. Promotional Materials
    i. We have designed and ordered new uniform business cards for the admin team, which include a QR code directing to our website along with contact information.
    ii. Unity Design will be designing a postcard-flier for us to print on cardstock to be able to hand out and post at events.
    iii. They will also be putting together a sticker and a pen design promoting the school's contact information which we will order en masse.
f. Open House
    i. We will have an in-person Open House event for prospective new families, tentatively scheduled for **April 2nd**. To keep the number of people on campus at any one time low, we will run the Open House in batches, with 1st-4th grade families coming from 9-11, 5th-6th grade families from 11-1, and 7th-8th grade families from 1-3.
g. Spring Fling
    i. Our annual Spring Fling will take place on **May 6th**, this year focusing on "21 years of 21st Century". It will take place outside with PTA and teacher sponsored booths, bouncy houses, and music from our band program. Unity Design will be helping us to invite media presence, and we will also be inviting all new students drafted in our lottery for next school year.
h. Knowledge Review Journal
    i. Ms. Lerner will speak about an article that is being written about our school in the Knowledge Review.