

**Oregon Virtual Academy  
Work Session Meeting Minutes**

**Date:** 5-10-22  
**Note Taker:** Nicolle Hansen

**Participants:**

Voting Board Member: Barry Jahn, Myk Herndon, Franklin Roberts, Megan Trow, MJ Sandall & Steven Isaacs

ORVA Academic Team Members: Jamie Stiles, Stephanie Martin, Ashley Smithey, Mindy Kramer, Leanne Moll, & Elyse Hansen

[Meeting Recording](#)

Call to Order at 6:35 pm

<b>Agenda Item:</b> Approval of Agenda	
<b>Discussion:</b> Barry adds “Advertising for ORVA” as a Board Topic – Jamie also has an update for this. Caitlin Klenz is unable to attend this work session, therefore the Middle School Spotlight presentation will be postponed to the regular board meeting on May 24 <sup>th</sup> , or to June.	

<b>Agenda Item:</b> OSBA Summer Conference Update	
<b>Discussion:</b> The 2022 Summer Conference is scheduled for July 8 <sup>th</sup> , 9 <sup>th</sup> , and 10 <sup>th</sup> in Bend, OR. Barry shares information for the summer conference including lodging, updating OSBA member profiles, registering for the event, and a link to the 3 day agenda.	

<b>Agenda Item:</b> First Reading – Policy Packet #9	
<b>Discussion:</b> Myk explains the listed policies and procedures for how public complaints are handled. KL - Public Complaints KL-AR - Public Complaint Procedure	

<b>Agenda Item:</b> Board Calendar Committee Report	
<b>Discussion:</b> Arthur Gallagher & Co. will be presenting their insurance renewal proposal to the board for approval on May 24 <sup>th</sup> . The student/parent handbook update will be reviewed for edits in June. Remaining OSBA policy updates will be reviewed late June or July, these policies will involve ED & HR. Jamie and Hallie are adjusting the rough draft of the budget for 2022-2023 and will give this to NBSD by their next board session. Jamie & Barry briefly discuss Staffing Summary and State Testing update. Jamie, Barry, MJ, and Myk will meet and discuss goals, strategic plan, etc. by the end of May.	

<b>Agenda Item:</b> Advertising for ORVA, Suggestions	
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**Discussion:**

The conversation brought forth by members of the board pertain to figuring out ways to increase enrollment and what can be done to market our school.

Jamie and the school Leadership Team acknowledge the need for professional help with marketing and advertisement; Jamie discusses looking for a high quality marketing option. Mambo Media, a digital marketing agency in Portland, met with Jamie and presented remedies and solutions to issues relating to ORVA’s website and Google Ads. A meeting with another marketing company, Digital Hot Sauce is scheduled for Friday, May 13<sup>th</sup>. Megan speaks about promoting ORVA by emphasizing how our school is different than other virtual schools – offering CTE and dual credit, daily live instruction and teacher support, accommodation for schedule flexibility, in person programs (i.e., picture day, ORVentures); What ORVA can offer to resolve problems students or parents may have.

**Agenda Item:**

ORVA Leadership Topics – Celebrations

**Discussion:**

Jamie recognizes Kimberly DeGifis for doing a great job with everything for state testing, and thanks her for all her hard work.

ORVA’s HR partner, Insperity, is giving a donation of \$7,500 to *ORVA Cares*, a foundation being started to help support our students. This donation is in recognition of ORVA being with Insperity for 15 years.

**Agenda Item:**

Adopt Policies in Packet #8

**Action:**

Megan makes a motion to adopt policy packet 8. MJ seconds this motion. All were in favor with none opposed. The motion passes.

Meeting adjourned at 7:47 pm