



Nurses Middle College Charter High School – Capital Region
Board of Trustees
Meeting Notes
March 27, 2023, 6:30 PM
200 Henry Johnston Blvd,
Albany, NY 12210

Board members in attendance: Susan Birkhead, DNS, MPH, RN, CNE, Brenda Robinson, DNP, MSN, RN, Maxine Smalling, MS, BS(N), RN, Deborah Elliott, MBA, BSN, Mark Little, PhD,
Board members on Zoom: Angela Antonikowski, PhD, Mary Therriault, MS, RN, Joseph Porter, J.D.

Staff in attendance: Pamela McCue, CEO, NursesMC, Jan Zadoorian, NursesMC-CR, Melissa Verga, NursesMC
Mike Abney, CFO NursesMC (via Zoom), Kristine Barnes, NursesMC (via Zoom), Susan Connaughton, NursesMC (via Zoom), Elaine Schmiedeshoff, CSBM (via Zoom)

I Call to Order

Dr. Susan Birkhead called the meeting at 6:49 pm. Quorum established.

II Open Public Comment

No public comment.

III Discussion/vote to approve meeting minutes of February 27, 2023

On motion by Mr. Joseph Porter, seconded by Dr. Angela Antonikowski, the board unanimously voted to approve the meeting minutes of February 27, 2023.

IV Financial Report

Ms. Elaine Schmiedeshoff presented the Profit and Loss-Feb YTD. She informed the board that end of month YTD expenses amounted to \$274,000. The bulk of those costs were for consulting and operational services. She also informed the board that the school's revenue had stayed the same; there had been no new donations. \$170,000 in CSP funds were expected to be received in April. Based on Ms. Elaine Schmiedeshoff review of anticipated revenue and expenses YTD, an amended CSP budget would be submitted to the state.

V Recruitment

a. Students

Mr. Jan Zadoorian informed the board that they had received 65 enrollment applications, 54 of which had been received in March. Data analysis revealed that applications resulted mainly through strategic and targeted digital marketing adds, school level recruitment events, and referrals from family and friends.

Melissa Verga informed the board of the other recruitment strategies that included outreach to private middle school guidance counselors, pop-up events at area restaurants, malls, churches, and community groups. In addition, ads were strategically placed on 10 buses and several bus shelters. Ads were being run at movie theatres, specifically playing the "hero"

video prior to the feature film. She also informed the board that efforts were to maximize free news coverage before paid ads on TV and radio.

b. Staff

Ms. Susan Connaughton informed the board that 13 faculty and staff positions had been posted for the Capital Region and to date received 109 applications. Phone screenings and interviews would start the following week. She informed the board that they were actively recruiting through professional educator associations, the department of labor, local ed job posting sites, and emails targeted to college students. She was happy to report that she was receiving very qualified candidates through this process. Dr Antonikowski recommended several inclusive advertising strategies to ensure a diverse candidate pool. Ms. Connaughton to follow up with Dr Antonikowski to implement these strategies.

VII. Executive Session.

On motion by Dr. Mark Little, seconded by Dr. Brenda Robinson, the board unanimously voted to move into executive session to discuss the proposed acquisition, sale or lease of property.

VIII. Adjournment

On motion by Dr. Brenda Robinson, seconded by Ms. Maxine Smalling, the board unanimously voted to adjourn at 8:41 pm.