



Riverhead Charter School
3685 Middle Country Road
Calverton, NY 11933
Phone (631) 369-5800
Elementary Fax (631) 369-6687
Middle School Fax (631) 727-7191
Administration Bldg. Fax (631) 727-7193
www.riverheadcharterschool.org

Board of Trustees

David Edwards, Board President
Aimee LoMonaco, Vice President
Maria Cintron, Treasurer
Natasha Jeffries, Secretary
Zenobia Hartfield, Trustee

Superintendent
Dr. Raymond Ankrum

Co-Principals K-6
Taylor Henninger and
Samantha Camillery

Principal 7-8
Katherine Gang

Principal 9-12
Dr. Patrick McKinney

Chief Financial Officer
Nicola Graham

Riverhead Charter School Board of Trustees Minutes

Board meeting

Date and Time

Wednesday, December 11th, 2024, at 6:30 pm

RCS Mission Statement

Our mission is to inspire today's learners to become tomorrow's leaders by setting high academic standards, promoting solution-oriented thinking, and embracing the cultural diversity of our community.

Board Trustees

David Edwards, Maria Cintron, Aimee LoMonaco, Zenobia Hartfield, and Natasha Jeffries.

Guest Present

Dr. Raymond Ankrum, Nicola Graham, Patrick McKinney, Nick Timpone, Samantha Camillery, Taylor Henninger, Katherine Gang, Joshua Hollins (Founder Concordia Consulting), Adonica Pelichet Duggan (Concordia Consulting), Mike Montoya (Stronger Consulting), Jodie Semp Blaskey (Stronger Consulting) and Michaela Gilliam (Stronger Consulting).

I. Opening Items

A. Record Attendance and Guests

B. Call the Meeting to Order

David Edwards called a meeting of the Riverhead Charter School Board of Trustees to order on December 11th, 2024, at 6:30 p.m. The meeting began with the pledge of allegiance.

C. Approve Minutes

Maria Cintron made the motion.

Zenobia Hartfield seconded the motion.

The board **VOTED** unanimously to approve the Minutes motion of October 30th, 2024.

Maria Cintron made the motion.

Aimee LoMonaco seconded the motion.

The board **VOTED** unanimously to approve the Minutes motion of November 27th, 2024.

D. Public Comment



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II. Academic Excellence

A. Superintendent, Dr. Raymond Ankrum

- Presentation on academic performance: The academic team presented an overview of student performance data, focusing on key areas such as the November ELA "Stop, Drop" results, ENL proficiency levels, and special education proficiency metrics. The discussion highlighted concerns regarding the performance of the current seventh-grade cohort. To address these challenges, the academic team outlined planned interventions and support strategies aimed at meeting the identified

III. Finance

A. Director of Finance and Operation Report, Ms. Nicola Graham

- Discussed Cash Disbursements for November 2024 in detail.
- Presented Finance and operation Dashboards.
 - All cash accounts are healthy and in good standing.
 - Informed about the compliance calendar (October 2024).
 - Total enrollment was 967 students, the same as last month. Served 18 days of Breakfast and 16 Lunch in November (1/2 for Election Day & ½ Thanksgiving break).
 - Bi-monthly District Tuition invoices sent for November/December 2024.
 - Filed Exhibit A report with Bond Trustee.
 - Annual Building Fire Safety Inspection Report (12 drills per year; 4 lockdown and 8 fire evacuation drills – 8 completed by Dec 31).
- **Unrestricted Cash:** \$12,895,570 (all accounts healthy)
- **Restricted Cash:** \$3,036,782 (all accounts healthy)



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B. Concordia Consulting, Mr. Nash and Ms. Pelichet Duggan

Concordia Consulting presented the progress made on the school's communication action plan. The presentation included information on key messages, target audiences, and strategies for enhancing stakeholder communication.

Board members raised questions and concerns about using the phrase "private school environment" in the key messages, emphasizing the importance of highlighting the school's identity as an open-enrollment public school. Concordia Consulting acknowledged the feedback and committed to refining the messaging to address the Board's concerns.

Presentation Summary

Concordia Consulting provided an overview of the progress on the communication action plan, focusing on the following goals for Riverhead Charter School:

1. **Identify Key Messages:** Through focus groups and a communication audit, Concordia identifies key messages and messengers to accomplish the school's communication goals.
 2. **Draft Plan:** With key messages identified, Concordia develops a strategic communications plan, including tactics and timelines for implementation.
 3. **Support Implementation:** After workshopping the communication strategy with Riverhead Charter School personnel, Concordia will support implementation of the ongoing plan in any areas of need.
- Site Visit Themes: Concordia highlighted themes identified during site visits, including:
- Family engagement
 - Staff retention
 - Facilities limitations
 - Public perception and misinformation
 - Teacher advocacy
 - School success stories
- Messaging Pillars: Concordia outlined messaging pillars designed to guide the communication strategy:
- Excellence
 - Achievement
 - Innovation
 - Inclusivity
 - Impact



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- Core Messages: Concordia emphasized the importance of consistency in messaging while tailoring the language and messengers for different audiences. The proposed core messages include:
 1. Riverhead Charter School offers a private school environment in a public school setting as a tuition-free public school of choice.
 2. Riverhead Charter School is an academically rigorous choice serving families of kindergarten through twelfth grade on eastern Long Island.
 3. The success of Riverhead Charter School can be attributed to a focus on individualized instruction, a rigorous curriculum, and a strong school culture, proving that all students can succeed regardless of their background when given opportunities and appropriate support.
 4. Riverhead Charter School provides a culturally inclusive environment, celebrating the richness of diversity within our community, where every family feels valued, respected, and affirmed.
- Opportunities: Concordia identified several opportunities to enhance communication:
 - School events can engage a broader community through intentional guest list planning.
 - Families recognize the unique value proposition of the school and can be effectively deployed as ambassadors.
 - The website and communication tools need to aggregate information from other platforms seamlessly to minimize staff effort.
 - Social media presence can be refreshed and reinvigorated through content planning, template creation, and post scheduling.
- Deliverables: Concordia outlined key deliverables for the communication action plan:
 - 12-Month Media Plan
 - Brand Guidelines
 - Advocacy Campaign Plan



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➤ Next Steps

1. **Workshop Strategy:** Developing a strategy is only one component of ensuring improved communication for the school. Concordia will work with Riverhead Charter School's leadership team to identify the most efficient use of staff time and resources, providing recommendations on deploying talent against communication plan tasks.
2. **Implementation:** As planning begins for the 2025 calendar year, Concordia will synthesize final strategy input into an implementation plan. They will offer additional support in areas identified in partnership with Riverhead Charter School, including but not limited to website and social media optimization, content planning, and development.

C. Stronger Consulting.

Presentation of Compensation Analysis

Jody and Michaela of Stronger Consulting presented the results of the compensation analysis. Their presentation included:

- Data on teacher salaries, non-teaching staff pay, and administrative compensation.
- Benchmark comparisons with comparable organizations.

Board Discussion

Board members and consultants discussed the importance of total compensation, emphasizing salary and benefits recognition.

Key Highlights from the Consultants

The consultants emphasized the importance of clear communication with staff regarding compensation and benefits. They also underscored the value of professional development opportunities and employee recognition.



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Compensation Analysis and Benchmarking Methodology and Approach:

1. Define Objectives and Scope

- The study aimed to ensure competitive compensation to attract and retain talent while updating salary bands.
- Priority roles were identified for benchmarking, and appropriate comparator organizations were selected to provide a comprehensive analysis.

2. Internal Data Collection

- Job descriptions, offer letters, and contracts for positions included in the study were reviewed.
- Current compensation data (e.g., base pay) was compiled.
- Staff interviews and surveys provided insights into perceptions of their compensation.

3. External Data Collection

- Data sources included job requisitions, public salary databases, contracts, and job descriptions.
- Comparisons were made against RFAs salary ranges.

4. Data Analysis and Comparison

- **Job Matching:** Ensured equivalent roles were compared in terms of responsibilities, qualifications, and scope.
- **Statistical Analysis:** Utilized statistical methods to compare internal compensation data with external benchmarks. When salary ranges were available, the median was used for analysis.

5. Conclusions and Recommendations

- **Comparative Analysis:** Identified how the organization compares to benchmarks.
- **Key Insights:** Highlighted areas where the organization is competitive and where improvements are needed.



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D. Motions:

Motion No. 1

The Board of Trustees approved the motion to accept and approve the purchase of the +/- 14.5473-acre portion of property located at 4314 Middle Country Road, Calverton, New York 11933, for a purchase price of Three Hundred Thousand Dollars (\$300,000.00) per acre (or prorated portion thereof), which equates to a total purchase price of approximately Four Million Three Hundred Sixty-Four Thousand One Hundred Ninety Dollars (\$4,364,190.00). This approval explicitly includes the authority for designated representatives of the school to submit any necessary non-material revisions to the relevant state authorities regarding this purchase. The motion was seconded and approved unanimously.

Aimee LoMonaco made a motion.

Maria Cintron seconded the motion.

The board **VOTED** unanimously to approve the motion.

Motion No. 2

The Board of Trustees approved the motion to accept and approve Keane & Beane, P.C to move forward with a short form, environmental assessment, and draft resolution for authorizing a SEQRA determination.

Aimee LoMonaco made a motion.

Zenobia Hartfield seconded the motion.

The board **VOTED** unanimously to approve the motion.

Motion No. 3

The Board of Trustees approved the motion to accept and approve the release of the deposit associated with the acquisition of land at 4314 Middle Country Road as outlined in the contract.

Aimee LoMonaco made a motion.

Zenobia Hartfield seconded the motion.

The board **VOTED** unanimously to approve the motion.



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IV. Development

V. Facility

VI. Governance

VII. Other Business

VIII. Closing Items

A. Enter Executive Session

Zenobia Hartfield made a motion to enter to executive session at 9:25 PM.
Natasha Jeffries seconded the motion.
The board **VOTED** unanimously to approve the motion.

B. Exit Executive Session

Maria Cintron made a motion to enter the executive session at 9: 42PM.
Natasha Jeffries seconded the motion.
The board **VOTED** unanimously to approve the motion.

C. Adjourn Meeting

Aimee LoMonaco made a motion to adjourn the meeting at 9:42 PM.
Maria Cintron seconded the motion.
The board **VOTED** unanimously to approve the motion.

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 9:42 PM.

Respectfully Submitted,

Diana M. Salcedo Gomez.