

# ACE Preparatory Academy Charter School

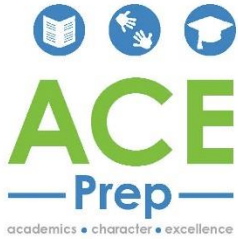
Board of Directors' Post-Meeting  
Materials: 11.20.15



**ACE**  
**— Prep —**

academics • character • excellence

For questions, please contact John Shertzer, ACE Prep Board Chair:  
[jshertzer@kiwanis.org](mailto:jshertzer@kiwanis.org)



# ACE Prep Board Meeting

## November 18, 2015 ● 4:00 PM – 5:30 PM

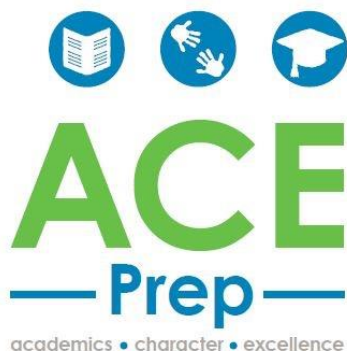
**Goals:**

1. Ground ourselves in the mission of [ACE Prep](#) – keep it front and center!
2. Gain a better understanding of the ways [ACE Prep](#) will be held accountable for academic performance.
3. Introduce finalized dashboards and set the tone for monthly reporting on such measures.

**AGENDA**

Time	Item	Lead	Action	Materials
4:00	Welcome - <a href="#">Our Mission</a> - Announcements/Good News! - Acknowledgement of guests	John		
4:05	Initial Business - Review of the monthly agenda - Approval of October minutes - Consent Agenda - Review of Financial Statements	John  Andrea	Vote Vote	- November agenda - October packet  - Nov Financial Statements
4:13	Carry-Over Business - (none)	John		
4:13	Executive Session	John Chasity	Vote	- Recommendation #G6
4:16	Board Chair Report	John	Discussion	
4:20	Head of School Report	Anna	Discussion	- Management Report
4:24	Committee Work	Chairs		
5:00	Board Development: - IN's Accountability Model	Curt & Amy	Training	
5:20	Discussion Items - Governance & Academic Dashboards - 2016 meeting dates	Chasity & Curt Amy	Review  Discussion	- Monthly Dashboards
5:28	Questions & Closing Thoughts	John		
5:30	Adjournment	John		

**Through rigorous academics, positive character development, and excellence in everything we do, [ACE Preparatory Academy Charter School](#) educates all Kindergarten through Grade 5 students for school success and lives of opportunity.**



## MINUTES ACE Preparatory Academy

November 16, 2015

4:00 – 5:15

Speakeasy

### **Present:**

Board Members: John Shertzer, Amy Marsh, Roderick Wheeler, Andrea McGordon, Anne Eaton, Elana Thompson, Curt Merlau

Ex-officio Members: Anna Shults

### **Not Present:**

Board Members: Chasity Thompson

### **Welcome and Call to Order** (John Shertzer, Board Chair)

- The meeting was called to order at 4:03 pm.
- Mission Read.
- Quorum reached.
- Good news sharing.
- Agenda approved.
- Guests introduced (Lora Hoover, Meisha Wide, Roni Ford, Kerriesha Brown)
- Minutes from October approved pending changes.

### **Carry over business**

None

### **Executive Session:**

- The Board entered into executive session at 4:29 p.m. to discuss the board candidacy of Mark Shreve.
- Recommendation G6 was moved by the Governance Committee: that Mr. Mark Shreve be approved for a position on the ACE Prep Board of Directors and membership on the ACE Prep Fund Development Committee. Motion was approved.
- Executive session was adjourned at 4:32 p.m.

### **Board Chair Report (John Shertzer, Board Chair):**

- Meetings with additional candidates for board and committees are underway.
- Attended week-long fundraising training provided by the IUPUI School of Philanthropy (on behalf of Kiwanis International). Lessons learned can be incorporated into ACE Prep.

### **Founder/Management Report** (Anna Shults, School Founder):

- Construction on facility is underway. Photos were displayed of interior and exterior demolition. ACE Prep, as tenant, is receiving a weekly field report from construction group which indicates percent completion and budget reports. To date there is no facility committee. John receives regular updates and board members are welcome to walk through. Critical that construction finishes on time. Appreciation to construction crew is important.
- Feedback requested on the Broad Ripple Village winter wonderland event. ACE Prep will have a table with crafts. There will be a parade that evening with tree lighting. Date is November 28 at 5:30 pm.

Moved to committee work at 4:42. Meeting resumed at 5:08.

### **Committee Reports**

#### **Academic Achievement Committee** (Curt Merlau, Committee Chair):

Amy Marsh gave a training on Academic Accountability. Questions and further discussion topics:

- Will the academic dashboard will be our 'tracker' to understand our progress on what we will be measured?
- How can parents see that ACE Prep is being academically successful prior to state assessment data being available?
- SBOE vs. IDOE roles and responsibilities may be helpful at some point
- Are there case examples of previous charters and their pitfalls? Does a 'snapshot' of Indiana charter landscape exist and would it be a good teaching tool for us?

#### **Finance Committee** (Andrea McGordon and Roderick Wheeler):

Explanation of cash flow. Currently under budget due to delayed personnel; no debt; no red flags. Andrea reported that we have been awarded \$193K from IDOE in Public Charter Schools Program dollars. Bank is recommending a line of credit of \$250K; only for use of cash flow management.

#### **Fund Development Committee** (Roderick Wheeler, Committee Chair):

No report

#### **Governance Committee** (Chasity Thompson, Committee Chair):

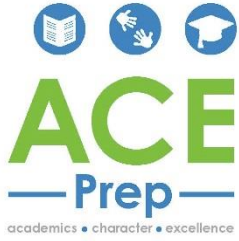
No report

### **Discussion Items**

- Dashboards: Completed for December
- Meeting dates going forward: Final Wednesday of each month at 4PM at Speakeasy until otherwise noted. This will apply for 2016 and until space in our permanent facility is available.

### **Adjournment**

The meeting was adjourned at 5:34 pm.



# ACE Prep Board of Directors OFFICIAL RECOMMENDATION

## ACE Preparatory Academy Charter School

### Governance Committee

#### **Members:**

- Chasity Thompson, Chair
- John Shertzer
- Anne Eaton

**Recommendation G6:** [Approval of Mr. Mark Shreve for a position on the ACE Prep Board of Directors and membership on the ACE Prep Fund Development Committee.](#)

#### **Background:**

Mr. Shreve expressed enthusiasm and support for ACE Prep after hearing Elana Thompson, ACE Prep Vice Chair, and Anna Shults, HOS, speak at an event sponsored by Leadership Indianapolis. His professional skillsets include extensive enrollment, higher-education, fund raising, communication, and technology knowledge and experience. Mark possesses a deep belief in the mission of ACE Prep and works within the local community.

In accordance with ACE Prep's onboarding requirements, Mark has completed the following:

- Individual meeting with HOS
- Individual meeting with Board Chair
- Attendance at a Board meeting prior to meeting of vote
- Successful completion of an Extended Background Check
- Submission of Letter of Intent
- Submission of resume

#### **Options (if appropriate):**

There are no other board candidates for the month of November.

#### **Recommendation:**

*(Any supporting documents, such as a contract or proposal, must be referred to in the recommendation below and inserted into this documents as subsequent pages.)*

The Governance Committee hereby recommends ACE Preparatory Academy Charter School Board of Directors to approve Mr. Mark Shreve for a position on the ACE Prep Board of Directors and membership on the ACE Prep Fund Development Committee. Mr. Shreve's Letter of Intent and resume are attached.

**Effective Date: November 18, 2015**

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NOW, THEREFORE, BE IT RESOLVED that pursuant to applicable law, the undersigned, being all Directors of this corporation, hereby consent to, and approve the following:

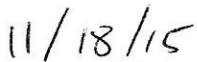
**APPROVAL OF MR. MARK SHREVE FOR A POSITION ON THE ACE PREP BOARD OF DIRECTORS AND MEMBERSHIP ON THE ACE PREP FUND DEVELOPMENT COMMITTEE.**

RESOLVED, that once approved, said the corresponding Letter of Intent and resume becomes part of the official record and documents of this corporation.

RESOLVED AND APPROVED:

  
Name

  
Title, ACE Prep Board of Directors

  
Date

# MARK E. SHREVE

4039 Central Avenue Unit #1 • Indianapolis, IN 46205 • 513.543.4481 • shrevem@gmail.com

## PROFESSIONAL EXPERIENCE

SmallBox, Indianapolis, IN

2015 – present

### Account Executive

- Serve as client advisor and liaison for creative agency specializing in culture powered marketing
- Leader of non-profit and educational strategic planning, marketing consultation, and brand development
- Manage diverse client portfolio of foundations, universities, health care practices, and enterprise software companies

Quanto Basta, LLC + Cuoco Fresh Pasta, Denver, CO

2013 – 2015

### Owner/Operator

- Consultant to small businesses specializing in marketing plans, financial analysis, annual reports, valuation statements
- Embedded sales director for national start-up to generate revenue and web content; launched in 2 new markets
- Sole owner and operator of Cuoco Fresh Pasta, responsible for all production, retail, and business functions
- Managed 3 social media outlets; updated website with recipes and features; maintained CRM database of 250+
- Increased revenues 400% in first four months, selling \$5000+ monthly directly to consumers

IES Abroad: The Institute for the International Education of Students – Chicago, IL

**Client Relations Manager and Marketing Coordinator for Customized Programs** 2010 – 2012

- Increased revenues by 60% YOY to \$1.5MM, developing more than 60 university programs annually
- Managed multi-year portfolio of nearly 100 programs from 70 university clients totaling \$3MM
- Served on executive marketing committee to overhaul company and departmental website, portal, print materials
- Coordinated outreach and marketing plans to grow department revenues and university partners in territory
- Represented organization at four national professional conferences and at 30 university sessions annually

The Umbra Institute – Indianapolis, IN and Perugia, Italy

2005 – 2010

### Associate Director for U.S. Affiliate Relations, 2006-2010

- Communicated regularly with 15 direct clients and 225 universities through five provider organizations
- Managed digital marketing channels to increase student engagement, including blogs, videos, and social engagement
- Hosted client visits to Italy, presented to administrators, professors, and students, maintained office in US and Italy
- Increased overall direct enrollments by 10%, incl. one-year increase of 34%; managed start of two new institutes

### Student Services Associate, 2005 – 2006

- Led project to redesign and reconfigure Institute website with content management system and client portal
- Created marketing plan and print materials, Institute blog with more than 430 posts, and web outreach initiatives
- Assisted with student activities, cultural events, and excursions for approx. 600 students annually

Wabash College – Crawfordsville, IN

2004 – 2005

### Assistant Director of Annual Giving

- Assisted in design of integrated communications plan to raise \$2.67 million annually in operating funds
- Planned two special recognition events for \$1000+ leadership donors and for all 4100 alumni donors
- Coordinated and implemented six direct mail campaigns to raise nearly \$500,000 from 34% of total donors

## EDUCATION

**M.B.A.** University of Massachusetts Isenberg School of Management

September 2011

**B.A. History *Cum Laude***, Wabash College

May 2004

## TECHNOLOGY PROFICIENCY/SOCIAL MEDIA

- Advanced use of management software (CRM, QuickBooks, Microsoft Office, web-based presentations)
- Advanced management of digital media (Google Analytics, Facebook, Twitter, Instagram, YouTube, LinkedIn)
- Leader of company-wide redevelopment of websites and internal portal databases at each employer

## LEADERSHIP AND VOLUNTEER ENGAGEMENTS

- National advisory board member and outreach director of Hayden's List, a crowd-sourced online review service
- Elected to Wabash College National Alumni Association Board (2006-2011), Chairperson of Innovative Alumni Engagement committee to utilize new media; Co-chairperson of alumni service day coordinating regional leaders and 350 volunteers; co-chairperson for 134 class agent volunteers; three-time young alumni class agent award recipient.
- Member of *Wabash Magazine* editorial advisory board and co-editor of two quarterly issues

**LANGUAGE:** conversational level of Italian

**MARK E. SHREVE**

4039 Central Avenue Unit #1 • Indianapolis, IN 46205 • 513.543.4481 • shrevem@gmail.com

November 6, 2015

John Shertzer, Board Chair  
ACE Preparatory Academy  
Indianapolis, Indiana

Dear John:

I write to express my interest in serving on the Board of Directors of ACE Preparatory Academy.

When I first heard Founder Anna Shults speak about the mission of ACE Prep, one comment remained with me for several days: “For these children, college will begin in Kindergarten.” Reflecting on my education, the influential teachers who mentored and challenged me, the international opportunities made available by college programs, and the scholarships that supported these ventures, I want all students to have access to similarly transformative experiences.

In my family, education was always a priority. Our education was monitored and supported by my parents, extended relatives, and siblings; they were involved in school activities and volunteered for any task asked of them. It was never a question that we would attend college because my parents created that path as an expectation early in our lives. More than directing a path to complete certain levels of education, we were also introduced to a passion for learning that has guided our lives beyond childhood.

It is naïve to think all children grow up in similar households with easy access to educational opportunities and extensive support networks. ACE Prep aims to provide rigorous academic programs, build character, and instill excellence in students’ actions. School will be the transformative family for students and I want to add my talents to the common work.

My career mission has been to support and grow higher education organizations, specifically custom international programs. My volunteer experience has focused on two pillars – education and equity – that converge in the ACE Prep mission of providing opportunities for all students. I aim to combine my professional talents of marketing and communication, fundraising, and organizational strategy with my personal interests of creating impact for students as a member of the Board of Directors.

Please let me know if you have additional questions about my experience, abilities, or commitment to the ACE Preparatory Academy. I hope we are able to fulfill our mission so that students ultimately share the same passion we have for learning.

Sincerely,



Mark E. Shreve