

South Carolina Governor's School for Science and Mathematics
Special Called Board of Trustees Meeting
In-Person and Zoom Video Conference
September 10, 2020

10:00 a.m.

Governing Board Members Present In-Person

Mr. Robert Brown
Dr. Rainey Knight
Mr. Dennis Getter
Ms. Barbara Melvin until 12:30 p.m.

Governing Board Members Present via Zoom:

Ms. B. Charmeka Childs
Mr. William Hudson Denny
Mr. John Michael Florence
Dr. Judith Salley
Mr. Heyward Hilliard
Ms. Barbara Melvin at 12:35 p.m.
Dr. Henry Tisdale
Dr. Carol Feghali-Bostwick
Mr. James Gergen
Dr. Rusty Monhollon
Ms. Molly Spearman
Dr. David Tedeschi
Dr. Cynthia Y. Young

Guests Present Via Zoom and In-Person:

Mr. Shane Farmer – via Zoom
Ms. Jasmine Drain, Attorney at 1:35 p.m. - via Zoom
Mr. Ben Rex – In-Person
Mr. Vernie Williams, Attorney at 1:35 p.m. - via Zoom

Staff Members Present In-Person and via Zoom Video:

Dr. Ershela Sims	Mr. Chris Lambert - Video
Mrs. Kiersten Cole until approx. 11 a.m.	Dr. Emilye Mobley
Mrs. Elizabeth Dinndorf	Mr. Jon Shannon
Mr. Danny Dorsel	Mrs. Bridget Lloyd
Mr. Brock Heron	Dr. Kathryn DeRidder-Vignone - Video
Mr. Randy La Cross	

Item 1: Call to Order and Roll Call:

Chairman Brown welcomed everyone and called the meeting to order at approximately 10:05 a.m. The roll was taken with a quorum present.

Item 2: Reminder of Future Board Meetings:

Chairman Brown reminded everyone of the upcoming Board meeting on Thursday, November 19, 2020, at noon. The location will be determined.

Other Announcement:

Convocation will be held today via Live Stream at 4:00 p.m.

Item 3: Approval of Special Called Board of Trustees meeting minutes from July 17, 2020, and August 7, 2020:

Chairman Brown asked for a motion to approve the Special Called meetings' minutes from July 17, 2020, and August 7, 2020, from a Board member present at both meetings. A recommendation to have the minutes voted on individually was placed on the floor. Chairman Brown called for a motion to approve the minutes of the July 17, 2020, Special Called meeting. Mr. Hilliard moved to approve the minutes of the Special Called meeting on July 17, 2020. Chairman Brown called a point of order on the motion. Mr. Hilliard was not present at the July 17, 2020 meeting. Chairman Brown called for another motion to approve the July 17, 2020 minutes. Mr. Gergen made a motion to approve the minutes, and Dr. Monhollon seconded. The motion passed unanimously by the Board.

Chairman Brown called for a motion to approve the minutes of the August 17, 2020 Special Called meeting. Mr. Getter motion to approve the minutes and Ms. Melvin seconded. A request was made to amend the minutes. Chairman Brown motioned to amend Motion 1 as follows: The motion carried with the non-abstaining board member's unanimous support. Chairman Brown asked all in favor of the amendment to the minutes to signify by saying, "I." The Board was unanimously in favor of the minutes as amended.

Item 4: Introductions: Mr. Robert Brown, Chairperson
None

Item 5: Branding Presentation: Mrs. Kiersten Cole and Mr. Ben Rex (Cyberwoven)

Dr. Sims gave a brief background on developing a Marketing Committee once the Strategic Plan was updated to require a standardized school brand. Cyberwoven was selected to assist with brand awareness.

Mr. Ben Rex's Core Brand Elements/Messaging Matrix presentation consisted of the following walkthrough leading up to the brand's vision.

- Stakeholder's Input
- GSSM Brand Pillars
- Core Visual Identity
- Engagement of Brand
- Promotional Items and Advertisements

After discussions, the Board requested additional follow-up with Cyberwoven regarding the key-hole logo.

Item 6: Interim's President's Report: Dr. Ershela Sims

Dr. Sims' report included updates on the following:

- Fall Semester
 - COVID-19 Plan
 - Employee Protocol

- Residential consortium school meetings
- COVID-19 Framework and Operating Plan
- Facilities & Operations Updates
- Fall 2020 Residency
- The Year Ahead: Work on key initiatives; diversity and inclusion; reinstate the Increased Participation Advisory Committee; and continued implementation of the strategic plan
- Strategic Plan Progress and Next Steps

Item 7: Finance, Facilities, and Operations – Mr. Brock Heron, VP for Operations

Mr. Heron's report consisted of the following updates, budget requests, and approval.

- FY2021 Budget Request
- FY2021 Budget Report Based on the Continuing Resolution
- FY2022 Budget Request

Mr. Heron asked the Board for approval of the FY2022 budget (page 35) for the identical items that were not approved in the FY2021 budget (page 12) and eliminating line items 8 and 9. Chairman Brown requested a motion to approve the budget with modifications as requested with the option for further discussion if needed. Ms. Melvin moved to approve the budget as proposed to enable the Board to move into further discussion. Mr. Gergen seconded the motion. Chairman Brown declared the budget approved as presented on page 35 and asked if there was further discussion.

Ms. Melvin moved to amend the original motion to remove the FTE request for the Marketing Communication Manager (line 7, page 35). Dr. Knight seconded the motion. Chairman Brown asked all in favor of the budget request as amended. The motion was carried with an abstention by Mr. Florence.

Chairman Brown adjourned the meeting at 12:30 p.m. for a 5-minute break. The Board returned from a break at 12:35 p.m.

Item 8: Historical Enrollment Report – Mr. Chris Lambert

Mr. Lambert's historical enrollment report included a summary of the following updates.

- 2019-2020 Admissions Cycle (Residential Enrollment)
- 2019-2020 Admissions Cycle (Virtual Enrollment)
- Implementation of New Client Relationship Management System
- Implementation of Digital Tour Software

Item 9: Foundation Executive Director's Report – Mrs. Beth Dinndorf

Mrs. Dinndorf's report included a summary of the following updates.

- GSSM Foundation History
- Fundraising Overview – FY2019-2020
- Students and Programs Supported – FY2020-2021
- Townes Award Event
- Ways to Support the Foundation

Item 10: Alumni Update – Mr. Shane Farmer '10

Mr. Farmer gave the following alumni updates:

- Alumni held the first Association-wide elections.

- Reviewed By-Laws
- Social Injustices
- Virtual and Residential Experiences Petition Summary
- Supporting Govies in Motion
- Supporting Alumni of Color
- Outstanding Alumnus Recognition
- Revitalizing the Alumni Chapter
- Developing Alumni
- Virtual Events and Programs
- Alumni Association Support of the School

Item 11: Parent Advisory Council Update – Dr. Sue Bali (PAC Chair)

Dr. Bali presented a summary of the functions of the Parent's Advisory Council (PAC).

- PAC Structure
- Sub-Committee, Faculty, and Internal Liaison
- Inaugural Virtual Information Session
- Junior Leadership Recruitment

Item 12: New Business – Mr. Robert Brown, Board Chairperson

- Standing Committee Assignments
- Ad-Hoc Committee Update

Item 13: Approval of Consent Agenda

Chairman Brown called for a motion to approve the Consent Agenda for informational purposes. Dr. Knight moved that the Consent Agenda be approved. Mr. Hilliard seconded the motion and unanimously approved by the Board.

Item 14: Approval of Faculty Senate Constitution

Dr. Kathryn de-Ridder summarized the significant changes to the Faculty Constitution.

- Definition of Faculty – Article 1 Section 1
- Membership – Article 1 Section 2

Chairman Brown called for a motion to accept the amendment to the Constitution of the Faculty. Mr. Gergen moved that the Faculty Constitution be approved as amended. Ms. Childs seconded the motion and unanimously approved by the Board.

Item 15: Executive Session (Closed)

Chairman Brown called for a motion to enter into Executive Session at 1:35 p.m. Dr. Knight moved to approve entry into Executive Session. Mr. Denny seconded the motion and unanimously approved by the Board.

Item 16: Reconvene to Open Session

Chairman Brown reconvened to Open Session at approximately 2:37 p.m. and stated the Board took no action in the executive session.

Item 17: Adjournment

There being no further business, Chairman Brown called for a motion to adjourn the meeting. Motion to approve by Mr. Getter, seconded by Dr. Salley, and unanimously approved by the Board. The meeting adjourned at 2:38 p.m.

Robert Brown, Chairperson
Board of Trustees
S.C. Governor's School for Science and Mathematics