



**Old Sturbridge Academy Charter Public School
Minutes of the Institutional Distinction, Dissemination, & Replication Committee**

Draft

Meeting Date: Wednesday, January 5, 2022
Time: 4:00 p.m.
Location: Zoom Video Conference
Members present: Vivian Brooks, Louis Fazen, James Korman
Members absent: Keith Blanchette
In attendance: Lisa DeTora, Jim Donahue, Christine Freitas, Alex McConnon, Jasmin Rivas, Chris Tieri
Also present: None

Order of Business:

Public Access 1 on Docketed Items*

1. Approve the minutes of the December 1, 2021 meeting of the Institutional Distinction, Dissemination, & Replication Committee
2. Brand Architecture Update
3. Dissemination & Replication Update
4. Lesley University Partnership Update
5. New/Other Business

Public Access 2*

Adjournment

Documents and Exhibits:

- Draft minutes of the December 1, 2021 meeting of the Institutional Distinction, Dissemination, & Replication Committee

Ms. Brooks called the meeting to order at 4:01 p.m.

Ms. Brooks conducted a roll call of the Committee. Quorum was established.

Public Access 1 on Docketed Items

Ms. Brooks asked if there were any comments from members of the public. There were none.

1. *Approval of the minutes of the December 1, 2021 meeting of the Institutional Distinction, Dissemination, & Replication Committee*

Ms. Brooks asked for a motion to approve the minutes of the December 1, 2021 meeting.

Motion: Mr. Korman moved to approve the minutes of the December 1, 2021 meeting of the Academic Excellence Committee.

Second: Dr. Fazen seconded the motion.

Vote: All in favor (Mr. Blanchette absent)

2. *Brand Architecture Update*

Ms. Tieri gave an overview of brand architecture and said she is looking at it globally with the entire organization of Old Sturbridge, Inc. Ms. Tieri shared her screen.

Christine Freitas joined the meeting at 4:04 p.m.

Ms. Tieri explained different brand architecture types with examples such as monolithic brands, umbrella brands, parent brands, endorsed brands, and hybrid brands.

Ms. Tieri showed her flow chart of Old Sturbridge, Inc. with four different sections: Old Sturbridge Museums, Old Sturbridge Academies, Old Sturbridge Institute, and Old Sturbridge Licensing. Ms. Teri is looking at a hybrid endorsed brand with a combination of parent and umbrella brands. Per Ms. Tieri, all of these entities borrow from administrative, operations/IT, accounting, development marketing/PR, and facilities. Mr. Donahue said it is clear that the brand of Old Sturbridge Village (OSV) has been an asset to the creation of Old Sturbridge Academy (OSA), the recruitment of students, and gives the Commonwealth the confidence that a school can be managed. Mr. Donahue said OSV is building something that could go beyond the Town of Sturbridge and leveraging brand strength of OSV will be an asset. Per Mr. Donahue, the OSV Board of Trustees like the idea of replicating OSA but want to ensure that the Old Sturbridge name is associated with it and for them to stay connected. Mr. Donahue has been having conversations about OSA-Worcester and OSA-RI and thinks he will be able to raise money from donors to support replication.

Dr. Fazen asked if Mr. Donahue could describe how the Boards would work for this model. Mr. Donahue said the Board of Old Sturbridge Inc. is the Board of Old Sturbridge Village. Per Mr. Donahue, each school in each community would have individual Boards with an individual charter. OSV/OSV Inc. has one Board, Coggeshall Farm Museum (CFM) has one Board, and OSA has one Board. Mr. Donahue said the institute and licensing sit under OSV, Inc. Per Mr. Donahue, with the help of the Institutional Distinction, Dissemination and Replication committee and the OSV Board going forward, the whole governance model may shift as the organization grows.

Ms. Tieri said brand architecture is often designed to help the consumer understand how the brand works behind the scenes operations may differ. The actual corporate structure might be different from the brand structure.

Mr. Korman stated concern if OSA-RI and OSA-Worcester do not perform well. Mr. Donahue agreed and stated the importance of maintaining the brand's integrity and a level of historic accuracy.

Jasmin Rivas joined the meeting at 4:25 p.m.

Mr. Donahue emphasized the importance of focusing on making the new schools as successful as OSA in Sturbridge and the plan for replication is to increase capacity and expand reach.

Ms. Brooks agreed with Mr. Korman's concern as to how the brand reputation may be impacted if a school underperforms. Ms. Brooks also asked whether new communities/schools would appreciate/understand the OSV connection. Ms. Brooks noted that the strategic plan mentions replication in two communities in Massachusetts, versus one in Massachusetts and one in Rhode Island. Mr. Donahue said he is looking at other Massachusetts communities and CFM connections to Rhode Island.

Dr. Fazen said the entire flow chart all at once might be too much to absorb all at once and suggested presenting each different colored entity one at a time. Dr. Fazen said the OSV Board wants their pride and it is important to consider. Mr. Donahue explained that there are ways to engage the community in the ownership of the school and one of the challenges that every living history museum has is audience. Mr. Donahue envisions OSA-Worcester families being engaged with OSV.

Ms. Rivas said there is the opportunity to engage with the new communities where replication occurs, ensuring and using their voices as part of the process. People will be engaged before the building is even opened up.

3. Dissemination & Replication Update

Mr. Donahue said he asked Pam Boisvert for her support in replication since she lives in Worcester and knows the community. Ms. Boisvert suggested the building in the Grafton Hill area of Worcester which has 17 classrooms, fire suppression, and updates to the utilities. Currently, OSA is paying \$\$ per square foot and this would be \$10 per square foot. Mr. Donahue is having conversations with the Diocese of Worcester about OSV leasing the building for a year before opening the charter. Mr. Donahue said the hope would be to implement summer programming and utilize that timeframe to serve the residents while familiarizing them with the school.

Mr. Donahue has pitched for a lower cost to the Dioceses. If the charter is approved, the lease would be for five years and we could afford cosmetic repairs. Mr. Donahue is aiming for the spring and a donor has put up a \$50,000 for this replication (and another \$50,000 behind a bus for OSA.)

There is another school across the street which has a gym on campus the street that the Diocese leases which is up in four years. This area is also close to the EcoTarium with a short commute to Sturbridge. The committee members expressed excitement for the location and price.

4. Lesley University Partnership Update

Mr. Donahue said part of how dissemination works is based on how the charter school impacts the districts where its children are living. In partnership with OSV, OSA will work on a partnership with Lesley University where it would offer a Master's degree program at OSV for interested OSA faculty, OSV staff, and surrounding teacher districts.

Per Mr. Donahue, one of the barriers to accessing Lesley's program is the drive to Cambridge. There have been conversations that Lesley will offer the program in the fall for masters, elementary. OSV would also be offering this program for a reduced price. Mr. Donahue and Ms. Krasnecky are researching ways to fill the pilot course over a period of time to forgive the loan with teachers who work at OSA for a certain number of years. OSV would apply for a certain number of seats each year and could work with local districts to see if they want to do something similar.

Mr. Donahue said there is a second partnership with Lesley regarding student teachers working while they are in masters or licensure program. Ms. Brooks asked how many slots are open. Mr. Donahue said Lesley will charge a flat fee and OSV needs to max it out at 20. OSV will allocate some of the seats to OSA, some to OSV, and some to individuals who do not belong to the organization. Mr. Donahue said OSV will need to do recruitment with Lesley to see if those seats can be filled. This will be a two year program. Ms. Brooks asked how people apply. Mr. Donahue said OSV would be doing the recruitment for people in the organization and support them in the application process while Lesley would be doing the admissions and evaluating applications with input from OSV staff. Mr. Donahue said there is a foundation investing money in diversifying teacher workforces. OSV can attract candidates to support their tuition with available housing at the lodges. Per Mr. Donahue, growing teachers in the community is the ultimate goal.

Mr. Korman asked if the neighboring school systems being recruited are getting the same benefits and asked how OSV is protected if someone is not a good fit. Mr. Donahue said OSV would admit people to the program and if someone was hired by OSA at any point, they would be eligible but it would not be guaranteed. Mr. Donahue emphasized the importance of helping the public schools. Ms. Rivas this is a great opportunity to find a pool of people OSV has not tapped into to increase community-driven diversity.

Dr. Fazen asked if Lesley has done a program like this before. Mr. Donahue confirmed and said they see it as a way to stay relevant and stay accessible.

5. New/Other Business

Ms. Brooks said she would like to meet with Ms. Tieri, Ms. Freitas, Ms. McConnon, and Mr. Donahue to look at the strategic plan sheet.

Ms. Brooks said the next meeting was scheduled for February 2, 2022 and asked if there was anything to add to that agenda. Ms. Tieri said with the next level of exploratory, she wants to take a closer look at the logo with guidance from the committee and board.

Ms. Brooks asked if there were any comments from members of the public. There were none.

Motion: Dr. Fazen moved to adjourn the meeting.

Second: Mr. Korman seconded the motion.

Vote: All in favor.

Ms. Brooks adjourned the meeting at 5:07 p.m.