



**Governing Board Meeting  
Monday, November 14, 2022**



## **NOTICE OF MEETING**

The regular meeting of the Governing Board of the Davidson Academy will be held starting at 2 p.m. on Monday, November 14, 2022.

This public meeting will be held via videoconference and there will be no physical location for the meeting. Members of the public wishing to hear and observe the meeting may do so using the following link: <https://davidsonacademy-unr-edu.zoom.us/j/98794878182?pwd=SEE3dGZLYIBDdi9GbUVHbzdGNStUUT09>.

Public comment for this meeting will be received via email, videoconference participation, and telephone. Those wishing to provide public comment via email may email their public comments to [boardcomments@davidsonacademy.unr.edu](mailto:boardcomments@davidsonacademy.unr.edu). All public comments received via email before and during the meeting will be forwarded to the Governing Board of the Davidson Academy for their consideration and will be included in the public record as minutes but will not be read aloud during the meeting. Those wishing to provide live public comment via videoconference may do so using the following link <https://davidsonacademy-unr-edu.zoom.us/j/98794878182?pwd=SEE3dGZLYIBDdi9GbUVHbzdGNStUUT09>. Those wishing to provide live public comment via telephone may dial 1-669-900-6833 and use passcode 414212.

## **AGENDA**

2 p.m.

- A. ROLL CALL\*
- B. WELCOME AND INTRODUCTIONS\*
- C. PUBLIC COMMENTS\*

*The public may comment on any subject that is not on the agenda that is pertinent to the Davidson Academy. Each speaker will be limited to three minutes. Public comment relating to an agenda item will be taken during discussion of that item. Comment will be limited to three minutes, but speaking time may be reduced at the discretion of the chair of the meeting, if there are a large number of speakers on a given subject. No comments will be restricted based upon viewpoint.*

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### **Davidson Academy**

1164 N. Virginia Street, Second Floor, Reno, Nevada 89503 • (775) 682-5800 • FAX (775) 682-5801  
[www.davidsonacademy.unr.edu](http://www.davidsonacademy.unr.edu)

D. APPROVAL OF AGENDA *(for possible action)*

*The public is notified that the Governing Board may take items on the agenda out of order; combine two or more agenda items for consideration; remove an item from the agenda; or delay discussion relating to an item on the agenda.*

E. APPROVAL OF MINUTES: Meeting of September 28, 2022 *(for possible action)*

## F. REPORTS\*

1. ACADEMY DIRECTOR\*
  - a. General Program Updates
2. MEDIA AND OUTREACH\*

G. GENERAL BUSINESS *(for possible action)*

1. The Governing Board will review, discuss, and possibly approve a list of candidates for graduation in May 2023, subject to each candidate's completion of requirements for graduation.

## H. PUBLIC COMMENTS\*

*The public may comment on any subject that is not on the agenda that is pertinent to the Davidson Academy. Each speaker will be limited to three minutes. Public comment relating to an agenda item will be taken during discussion of that item. Comment will be limited to three minutes but speaking time may be reduced at the discretion of the chair of the meeting, if there are a large number of speakers on a given subject. No comments will be restricted based upon viewpoint.*

I. ADJOURNMENT *(for possible action)****Next Meeting Dates for 2022:***

Monday, February 13, 2023, at 2:00 p.m.  
Monday, May 22, 2023, at 2:00 p.m.  
Monday, September 18, 2023, at 2:00 p.m.  
Monday, November 13, 2023, at 2:00 p.m.

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**CERTIFICATE OF POSTING OF THIS AGENDA**

I hereby certify that In accordance with NRS 241.020, on or before Tuesday, November 8, at 9:00 a.m., a copy of this agenda was delivered to the post office used by the Davidson Academy addressed to each person who has requested to receive copies of Davidson Academy Governing Board meeting agendas; a copy of this agenda was emailed to each person who agreed to receive copies of Davidson Academy Governing Board meeting agendas by electronic mail; and a copy has been posted online at Notice.NV.gov and at the Academy's website (<http://www.DavidsonAcademy.UNR.edu/>). A physical copy was posted at the Davidson Academy, Reno NV, per NRS 241.020.

/s/ Aimee Fredericks  
Governing Board Clerk  
Email: [afredericks@davidsonacademy.unr.edu](mailto:afredericks@davidsonacademy.unr.edu)  
Phone: 775-682-5800

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**Governing Board:** *Bob Davidson, Roger Davidson, Hon. Brian Krolicki, Mark Herron, Lauralyn Lovell McCarthy Sandoval, Richard Trachok, and Annette Whittemore; Ex-Officio: Dr. Susan Enfield, Jhone Ebert, and Hon. Brian Sandoval.*

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**Note:** *The Governing Board may take items on the agenda out of order; combine two or more agenda items for consideration; remove an item from the agenda; or delay discussion relating to an item on the agenda.*

*Those items followed by an asterisk (\*) are items on the agenda upon which the Governing Board will take no action.*

*Members of the public who are disabled and require special accommodations or assistance at the meeting are requested to call Colleen Harsin at 775-682-5800 at least 24 hours prior to the meeting.*

*Copies of the packets containing support material for this agenda are available at no charge on the Davidson Academy website at <http://DavidsonAcademy.UNR.edu>. Copies may also be obtained by sending a request via email to [charsin@davidsonacademy.unr.edu](mailto:charsin@davidsonacademy.unr.edu) or by contacting Aimee Fredericks by mail at Davidson Academy, 9665 Gateway Drive, Ste. B, Reno, NV 89521, or by telephone at 775-682-5800.*

**Meeting agendas and minutes are available on the [Academy's website](http://www.DavidsonAcademy.UNR.edu/) (<http://www.DavidsonAcademy.UNR.edu/>).**

**Minutes of the Meeting**  
**The Davidson Academy Governing Board**  
**September 28, 2022**

**Call to Order**

The regular meeting of the Governing Board of the Davidson Academy was called to order at 2:02 p.m. This public meeting was held by videoconference allowing members of the public to hear and observe the meeting. Members of the public were invited to provide comments by telephone, through videoconference, or by email.

**A. Roll Call**

Roll call was completed by Meeting Chair, Mark Herron. In attendance were Roger Davidson, Bob Davidson, Annette Whittemore, Lauralyn McCarthy-Sandoval, Dr. Susan Enfield, and Brian Krolicki. Also present were Controller, Karin Dixson; Academy Director, Colleen Harsin; Legal Counsel, Ann Alexander; Governing Board Clerk, Aimee Fredericks and IT Support, Ben Brown. Brian Sandoval and Richard Trachok were not present. Following completion of roll call, a quorum of voting members was confirmed. Jhone Ebert joined the meeting following roll call and during presentation of agenda item G.1.

**B. Welcome and Introduction**

Mark Herron welcomed Board Members and members of the public in attendance.

Mr. Herron introduced guests, Morris Zlotowitz, Kimberley Hastings and Kevin Wilde from the independent auditing firm, Holthouse, Carlin & Van Trigt, who would be reporting on the submitted audit report.

**C. Public Comment**

Mark Herron provided instructions concerning public comment as stated under item C. of the meeting agenda.

Mark Herron stated that this meeting would be held without a physical location, but in compliance with Nevada legislation, was available for visual participation, and audio call-in for public comments. He referenced the public comment details provided in the agenda and confirmed that public comments, if made, would be received by email or by telephone. No comments were received.

**D. Approval of Agenda**

Mark Herron requested a motion to move agenda item G.1.a. for presentation and consideration by the Board, prior to item F. Reports. Motion was made and seconded for approval of the amended meeting agenda. Motion carried unanimously.

## **E. Approval of Minutes**

Mark Herron requested approval of the minutes for the meeting of May 23, 2022, included in the board book for this meeting. Motion was made and seconded for approval of the minutes as submitted. There was no discussion and the motion carried with one abstention.

## **F. Reports**

### 1. Academy Director

#### a. General Program Updates

Colleen Harsin began her report by referring Board Members to Tab 2 of their board books which included letters of recognition from Massachusetts Institute of Technology (MIT) for Davidson Academy Instructors, Darren Ripley, and Brett Guisti. Incoming freshmen attending MIT have the opportunity to nominate an instructor they believe supported them and made a difference in their high school education.

Under Tab 3, Ms. Harsin referred Board Members to the 2023 National Merit Scholarship list of semifinalists and commended students. Eleven Davidson Academy students are semifinalists and two are being recognized as commended students. Semifinalist students needed to achieve a minimum selection index score of 210 on the PSAT/NMSQT, which is four-point drop from last year.

Under Tab 4, Ms. Harsin referred Board Members to the Pupil Enrollment and Attendance Audit completed in the spring. A clean audit was issued, with no findings. Ms. Harsin reported that enrollment increased by 14% in the current school year from last year with 163 students enrolled. Under Tab 5, Board Members were provided a copy of the updated school profile letter which is also available on the Academy's public website.

Lauralyn McCarthy Sandoval asked how the students are doing with coming back to school without COVID-19 restrictions. Ms. Harsin confirmed that students were very excited. Although no restrictions are in place, masks continue to be optional and COVID-19 screening agreements were collected for all students.

Bob Davidson asked if there had been any further planning for future campus space available to the Academy. Mark Herron confirmed that preliminary discussions had taken place.

### 2. Media and Outreach

Ms. Harsin referred Board Members to Tab 6 of their board books for a summary of media and outreach activities for the Davidson Academy. Notable website mentions, website metrics and ranking remain good. Bob Davidson expressed that the

Washington Post school rankings appear not accurately inclusive of the Davidson Academy in that the ranking is based on a school's AP Coursework.

## **G. General Business**

### **1. VICE PRESIDENT AND CHIEF FINANCIAL OFFICER**

#### **a. Presentation of independent auditor's report for the fiscal year ended June 30, 2022 (*for possible action*)**

Mark Herron, Vice President, and Chief Financial Officer referred to Morris Zlotowitz and Kimberly Hastings for presentation of the independent auditor's report for the fiscal year ended June 30, 2022.

Mr. Zlotowitz began his presentation and referred Board Members to Tab 9 of their board books with discussion of the audit results letter. The audit letter is the required communication from the auditors to those in charge of governance of Davidson Academy financials. He advised that an unmodified opinion, without qualification was provided following completion of the audit. The financial statements were confirmed as prepared properly and in accordance with Government Accounting Standards. Concerning the accounting policies, there were no transactions entered that lacked authoritative consensus. The prepaid rent agreement with the University is noted. The financial statements are neutral, consistent, and clear. There were no difficulties in performing the audit. There were no misstatements or disagreements with management, and no recommendations indicated.

Mr. Zlotowitz referred to Ms. Hastings for further comments. Ms. Hastings advised that a clean audit opinion was issued. Some variances with the previous year noted were changes to the Distributive Student Account budget as those numbers came in lower overall, and the pending separation with Davidson Academy Online. She confirmed that Karin Dixson did a great job in identifying areas of the budget that needed to be separate from Davidson Academy Online moving forward.

The focus of the audit was on fixed asset and capitalization, which came in clean with no adjustments needed. She indicated that a new standard was in effect regarding leases however was not applicable to the Davidson Academy due to the arrangement with the University. Ms. Hastings concluded her comments with thanking Karin Dixson, Colleen Harsin, and Mark Herron for their assistance. Mark Herron opened the auditor's report to questions from the Board.

Brian Krolicki thanked Karin Dixson, Colleen Harsin, and Mark Herron for their work on preparing the audit. He asked whether there were any pending or current litigation involving the Davidson Academy. Mark Herron confirmed that there was not. Mr. Krolicki questioned, in terms of best practice to have a different auditing firm complete the audit next year to have a fresh perspective. Ms. Hastings confirmed that different auditors are

included from year to year to provide a fresh perspective. This year that included Kevin Wilde who is a Supervising Auditor. She commented that they take a risk-based approach to the audit, and this year they focused on fixed assets, capitalization and the separation of Davidson Academy with Davidson Academy Online.

Concerning Distributive Student Account funding, Jhone Ebert commented that this amount fluctuates depending on enrollment and there is a new student-centered funding model in place.

There being no further questions coming before the Board concerning the audit report, Mark Herron requested motion to accept the auditor's report for fiscal year ending June 30, 2022. Motion was made and seconded for acceptance of the auditor's report as submitted. There was no further discussion, and the motion carried unanimously.

#### **H. Public Comment**

There were no comments from the public at this time.

#### **I. Adjournment**

There being no further business coming before the Board in public meeting, Mr. Herron asked for a motion to adjourn. Motion was made, seconded, and carried unanimously. The meeting adjourned at 2:49 p.m.

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*Respectfully submitted by Aimee Fredericks, Governing Board Clerk*





## Media and Outreach Updates November 14, 2022

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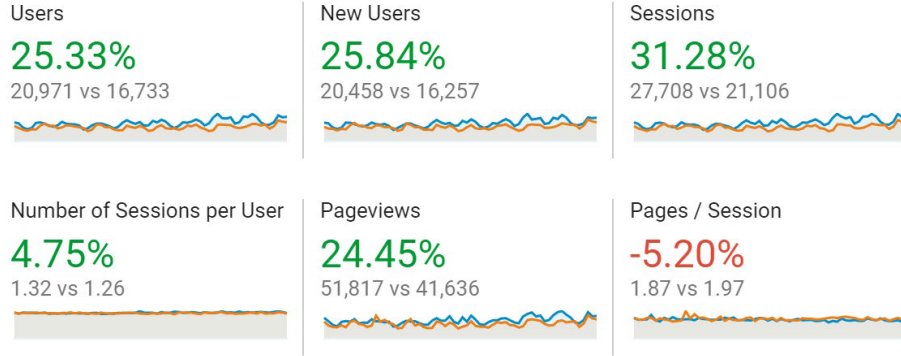
### Media Updates/ Notable Website Mentions

- *2023 Niche Best Schools*  
October 2022 - *Niche.com* (rankings of the best schools and other metrics in the U.S.). Davidson Academy rankings include:
  - #1 best public middle school in America
  - #1 best public middle school teachers in America
  - #1 best public high school teachers in America
  - #2 best magnet high school in America
  - #3 best public high school in America<https://www.niche.com/k12/the-davidson-academy-reno-nv/rankings/>
  
- *Print 3D Club Makes International Headlines*  
October 26, 2022 – *Davidson Academy website* (The Print 3D Club recently donated prosthetic hands to the Albanian Association for People with Disabilities. Nacional, an Albanian newspaper, wrote a story about the students and their contributions to those in need)  
<https://www.davidsonacademy.unr.edu/news/print-3d-club-makes-international-headlines/>
  
- *The 10 Best High Schools in the US*  
October 25, 2022 – *College Gazette* (includes the Davidson Academy)  
<https://colleg gazette.com/best-high-schools-in-the-us/>
  
- *Stress is the number one issue facing today's youth (opinion)*  
August 14, 2022 – *This is Reno* (includes an op-ed of Davidson Academy student Darsh Patel)  
<https://thisisreno.com/2022/08/stress-is-the-number-one-issue-facing-todays-youth-opinion%EF%BF%BC/>

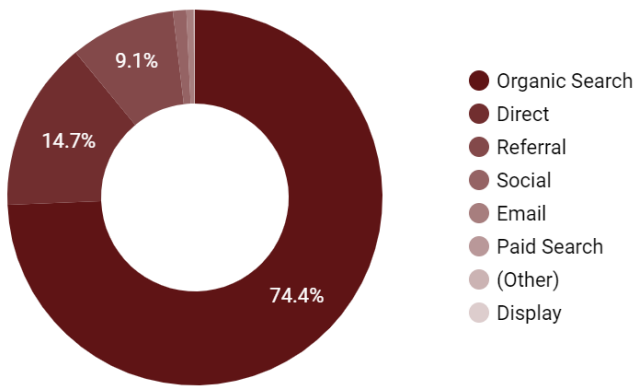
### Davidson Academy Website Metrics

(Sep 1 – Nov 3, 2022)

Improvements period-over-period in most metrics:



### Users by Acquisition Channels



**Organic search:** search engines such as Google

**Direct:** directly visiting our website

**Referral:** Arriving on our website via a link from another website, such as NAGC or a news article

**Social:** Social Media such as Facebook and Twitter

### Top Viewed Pages

Page Title	Pageviews	% Δ
Davidson Academy: A School for Highly Gifted Students	9,821	17.1% ↑
10 Characteristics of Profoundly Gifted Students   Davidson Academy	3,256	25.3% ↑
Types of Challenges Gifted Students Face - Davidson Academy	3,069	92.3% ↑
What Does Profoundly Gifted Mean?   Davidson Academy	2,687	9.5% ↑
Eligibility - Davidson Academy	2,655	13.6% ↑
Accepted Tests   Davidson Academy	2,445	19.3% ↑
Underachievement in Gifted Students - Davidson Academy	1,917	76.4% ↑
How to Apply - Davidson Academy	1,862	14.6% ↑
How Does a Child Get into a Gifted Program?   Davidson Academy	1,782	37.2% ↑
Davidson Academy Admissions	1,771	12.7% ↑
Tuition - Davidson Academy	1,186	-11.8% ↓

### SEO keyword improvements/wins:

- Launched new "[Guides to Advocating for Gifted Children at School](#)" section on website
- "schools for gifted children" #2 -> #1
- "gifted school" #4 -> #2
- "high school gifted programs" #64 -> #6
- "school for highly gifted students" #6 -> #3

### Next steps:

- Launch applications campaigns for Google Ads and Facebook Ads once application is available
- Continue to increase blog and website content, incorporating a great deal of content from Davidson Institute website

## Ongoing Outreach

### Virtual Open Houses

- Past:
  - Oct. 19, 2022
- Upcoming:
  - Nov. 21, 2022
  - Dec. 14, 2022

### Davidson Institute Eligibility Assessment Partnership

*Partnership with Northwestern University's Center for Talent Development (CTD) to offer the opportunity to take an official practice SAT powered by Khan Academy; scores can be used to apply for the Davidson Academy.*

- Past test administration dates:
  - October 1, 2022
  - November 5, 2022
- Upcoming test administration dates:
  - December 3, 2022
  - January 7, 2023
  - February 4, 2023

**Davidson Academy eNewsletter** – distributed every other month to 6,000 recipients

- [October 2022](#)

**eNews-Update** – Often prominently features the Davidson Academy; distributed every other month to more than 15,000 recipients

- [September 2022](#)

### Social Media

- Instagram - <https://www.instagram.com/thedavidsonacademy/>
- Facebook - <https://www.facebook.com/TheDavidsonAcademy/>
- Twitter - <https://twitter.com/TheDavidsonAcad>
- YouTube - <https://www.youtube.com/user/DavidsonAcademyNV>
- LinkedIn - <https://www.linkedin.com/school/davidsonacademy/>



**Proposed Resolution**  
**Class of 2023**  
**Davidson Academy Governing Board Meeting**  
**November 14, 2022**

Having made satisfactory progress toward the requirements specified in NRS 388C and all other published and recorded requirements for graduation from the Davidson Academy of Nevada, and pursuant to NRS 388C.120.4, the Governing Board of the Davidson Academy recommends the issuance of a high school diploma to each of the following students as members of the Class of 2023:

Lauren Adajar  
Sophia Burbano  
Jessica Burnett  
Ashley Cua  
Megan Davi  
Lucas Flach  
Nicholas Flach  
Samantha Glover  
Alan Kappler  
Sean Kirkland  
Madeline Krieger  
Audrey Lim  
Sophie Liu  
Arvind Murty  
Darsh Patel  
Harison Sakura  
Cameron White

This recommendation is subject to satisfactory completion of the remaining scheduled coursework, required credits, and standardized testing as noted in each student's Prospective Learning Plan and/or academic transcript.