



Minutes

October 12, 2025

Welcome –*Debbie Clary, Board Chair called the meeting to order at 1PM.*

****Notification of the board meeting was advertised on the Pinnacle Classical Academy website and the front doors of the school building were open.**

In attendance:

Attending: Board Members - Debbie Clary, Wes Westmoreland, Amy Dulin, Jeremy Boone, Ken Mooney and Christine Boor.

Administration - Shelly Shope, Jeff Ziegler, Angela Brooks, Kendra McGinnis, and Monica Dellinger attended in person.

Conflict of Interest Statement *In accordance with the State Government Ethics Act, it is the duty of every board member to avoid both conflicts of interest and appearances of conflict. If any board member has any known conflict of interest or appearance of conflict with respect to any matters coming before the board today, please identify the conflict or appearance of conflict at this time, and refrain from any participation in the particular matter involved.*

Adoption of Agenda *Motion made by Christine Boor and seconded by Ken Mooney, all Approved.*

Approval of Minutes *Wes Westmoreland made a motion to approve the minutes of the September 2025 Meeting, Jeremy Boone seconded the motion, all approved.*

Public Comments *Persons wishing to appear before the Board during this portion of the meeting should register their name and the subject they wish to address with the Secretary prior to the beginning of the meeting. Each presentation will be limited to three (3) minutes. The Board is interested in hearing your concerns, yet speakers should not expect comment, action, or deliberation on subject matter brought up during the public comment segment. Topics requiring further investigation will be referred to the appropriate board committee.*

No members of the public were present.

Administration Reports -

**K-3 Report to the Board of Directors
Presented by Ms. Kendra McGinnis
October 12, 2025**

Professional Development

- iLEADR will be joining us on Friday, October 17, to provide professional development sessions focused on reading, math, and classroom management. Teachers will have the opportunity to select the session that best aligns with their individual needs and professional goals.

K-3 Events / Activities

- The Kindergarten grade level will be coming together to host an in-school Continent Cafe on Friday, November 3rd from 9:00am-11:30am. This event, which will cover all seven continents, is being planned to conclude the Core Knowledge Maps, Globes and Continents Domain. Parent volunteers will be present to help facilitate the activities.
- First grade will have an “in house” planetarium field trip on October 28.
- Third grade will visit the NC transportation museum October 9. They were awarded a grant of \$4,402.20 from the *Learning Happens Here Field Trip Fund*.
- There will be a Veterans Day Event at the K-3 campus on November 7. Veteran relatives of PCA students will be invited. Families will enjoy donuts and juice.
- SECU employees and Fat Cat came to the K-3 campus and spent some time with our students talking about money basics—saving, spending, and how to make smart choices. The presentations were free, interactive, and adjusted to fit different grade levels. Their goal was to make learning about money fun and practical, while giving students skills they can use as they grow.
- Kindergarten Pastries with Parents was a great success! We hosted roughly 170 people who enjoyed fruit, donuts, and fellowship, in the K-3 gym from 7:00-7:30am on Wednesday, October 8.

Community & Parent Involvement

- There will be a general PEAK meeting held on October 14 along with a chili cookoff. Parents will vote for the top 3 pots of chili. Bragging rights will be earned and awards will be presented.
- The PEAK sponsored Fall Festival is scheduled for October 24 at the K-3 campus. This event is open to the community and is a great time to recruit new prospects for enrollment.
- Pinnacle will be represented at the 2025 Livermush Festival this year on October 18.

Data - iReady Testing

The “Beginning of Year” view - we use this view to understand students’ instructional priorities at the beginning of the year (to account for possible learning loss and that they may not have been exposed to material from their current grade level yet).

“Standard” view - we use this view to understand how students are performing in their current grade level.

Beginning of Year View - Reading

Diagnostic 1	Tier 1	Tier 2	Tier 3
K	100%	0%	0%
1st	97%	3%	0%
2nd	93%	7%	0%
3rd	81%	16%	2%

Standard View - Reading

Diagnostic 1	Tier 1	Tier 2	Tier 3
K	42%	58%	0%

1st	20%	77%	3%
2nd	44%	48%	7%
3rd	60%	21%	18%

Beginning of Year View - Math

Diagnostic 1	Tier 1	Tier 2	Tier 3
K	100%	0%	0%
1st	90%	10%	0%
2nd	83%	16%	1%
3rd	84%	14%	2%

Standard View - Math

Diagnostic 1	Tier 1	Tier 2	Tier 3
K	22%	77%	0%
1st	5%	85%	10%
2nd	13%	69%	17%
3rd	15%	68%	16%

Upcoming Dates

Oct. 19th: Livermush Festival(uptown Shelby) 9:00 - 4:00

Oct. 21st: Caffeine Monkey @ K-3 Campus

Oct. 22nd: Report cards go home

Oct. 24th: PEAK Fall Festival 6:00 - 8:00

Oct. 28th: First Grade in-house field Trip - Gym

Oct. 28th: Make-up Picture Day

Oct. 31st: Happy Halloween

Nov. 2nd: Daylight Savings Time Ends - (Fall Back)

Nov. 3rd: Kindergarten Continent Cafe in the Gym

Nov. 4th: Staff Appreciation day with Carolina Chiropractic plus

**4-8 Report to the Board of Directors
Presented by Mrs. Laura Beth Richardson
October 12, 2025**

Curriculum/Academics/Data

- This data shows the approximate percentage of students who would place in each state test level if they had taken the EOG at the same time as the beginning of year diagnostic. For example, we can say that 53% of our 4th grade students would pass the EOG at this point in the school year.

- Middle of Year Diagnostics are scheduled before winter break. We are looking forward to seeing growth between the two checkpoints of the year.

Reading Overall

	2024-25 EOG Proficiency	1st Diagnostic Proficiency	2nd Diagnostic Proficiency		3rd Diagnostic Proficiency		2025-26 EOG Proficiency
4th	62%	53%					
5th	50%	41%					
6th	70%	54%					
7th	63%	72%					
8th	75%	69%					

Reading Achievement Level by Grade

Diagnostic 1	Level 5	Level 4	Level 3	Level 2-1
4th	7%	26%	19%	47%
5th	7%	18%	16%	59%
6th	4%	24%	26%	46%
7th	12%	34%	25%	28%
8th	1%	27%	40%	31%

Math Overall

	2024-25 EOG Proficiency	1st Diagnostic Proficiency	2nd Diagnostic Proficiency		3rd Diagnostic Proficiency		2025-26 EOG Proficiency
4th	64%	31%					
5th	57%	46%					
6th	79%	53%					
7th	52%	67%					
8th	64%	42%					

Math Achievement Level by Grade

Diagnostic 1	Level 5	Level 4	Level 3	Level 2-1
4th	3%	7%	20%	69%

5th	0%	20%	26%	54%
6th	0%	15%	39%	47%
7th	3%	40%	24%	33%
8th	2%	18%	21%	58%

iReady Projection with Typical Growth Achieved vs. No Additional Growth

Reading

Switch Table View		Show Results By							
Projection Detail		Grade							
Grade	State Test Level		% Proficient (Level 5 + 4 + 3)	Proficient			Not Proficient		
Grade 3	Proficiency: No Additional Growth	<div><div></div><div></div><div></div></div>	32%	3%	10%	19%	68%	0%	
	Projection: Typical Growth Achieved	<div><div></div><div></div><div></div></div>	55%	10%	14%	31%	45%	0%	
Grade 4	Proficiency: No Additional Growth	<div><div></div><div></div><div></div></div>	53%	7%	26%	19%	47%	0%	
	Projection: Typical Growth Achieved	<div><div></div><div></div><div></div></div>	65%	16%	35%	15%	35%	0%	
Grade 5	Proficiency: No Additional Growth	<div><div></div><div></div><div></div></div>	41%	7%	18%	16%	59%	0%	
	Projection: Typical Growth Achieved	<div><div></div><div></div><div></div></div>	61%	12%	27%	22%	39%	0%	
Grade 6	Proficiency: No Additional Growth	<div><div></div><div></div><div></div></div>	54%	4%	24%	26%	46%	0%	
	Projection: Typical Growth Achieved	<div><div></div><div></div><div></div></div>	63%	5%	27%	31%	37%	0%	
Grade 7	Proficiency: No Additional Growth	<div><div></div><div></div><div></div></div>	72%	12%	34%	25%	28%	0%	
	Projection: Typical Growth Achieved	<div><div></div><div></div><div></div></div>	80%	14%	39%	27%	20%	0%	
Grade 8	Proficiency: No Additional Growth	<div><div></div><div></div><div></div></div>	69%	1%	27%	40%	31%	0%	
	Projection: Typical Growth Achieved	<div><div></div><div></div><div></div></div>	74%	1%	30%	43%	26%	0%	

Math

Switch Table View

Show Results By

Projection Detail

Grade

Grade		State Test Level	% Proficient (Level 5 + 4 + 3)	Proficient			Not Proficient	
Grade 3	Proficiency: No Additional Growth	<div><div></div><div></div><div></div></div>	19%	0%	4%	14%	81%	0%
	Projection: Typical Growth Achieved	<div><div></div><div></div><div></div></div>	74%	7%	36%	31%	26%	0%
Grade 4	Proficiency: No Additional Growth	<div><div></div><div></div><div></div></div>	31%	3%	7%	20%	69%	0%
	Projection: Typical Growth Achieved	<div><div></div><div></div><div></div></div>	83%	5%	41%	37%	17%	0%
Grade 5	Proficiency: No Additional Growth	<div><div></div><div></div><div></div></div>	46%	0%	20%	26%	54%	0%
	Projection: Typical Growth Achieved	<div><div></div><div></div><div></div></div>	70%	3%	48%	19%	30%	0%
Grade 6	Proficiency: No Additional Growth	<div><div></div><div></div><div></div></div>	53%	0%	15%	39%	47%	0%
	Projection: Typical Growth Achieved	<div><div></div><div></div><div></div></div>	73%	1%	42%	30%	27%	0%
Grade 7	Proficiency: No Additional Growth	<div><div></div><div></div><div></div></div>	67%	3%	40%	24%	33%	0%
	Projection: Typical Growth Achieved	<div><div></div><div></div><div></div></div>	77%	6%	58%	14%	23%	0%
Grade 8	Proficiency: No Additional Growth	<div><div></div><div></div><div></div></div>	42%	2%	18%	21%	58%	0%
	Projection: Typical Growth Achieved	<div><div></div><div></div><div></div></div>	54%	4%	26%	24%	46%	0%

- All 4-8 teachers are using iReady as a tool to help students grow. iReady is a research based tool that has been proven to grow students in math and reading when it is used correctly. Teachers, along with the help of our parents, are to ensure our students spend 45 minutes in math and 45 minutes in reading each week. When that occurs, our students hit their typical growth goal as well as their stretch growth goal by the end of the year- if not before.
- Data Meetings- Our teachers conference with their students to discuss where they are currently and set goals for the future. The phrase teachers and students are using often this year is “Stretch growth is king!”
- Classic Learning Test 6-8
 - Middle School students took the CLT on Tuesday, Sept 25. The CLT assessed language arts and mathematics corresponding to each grade level, including reading comprehension, writing, grammar, arithmetic and operations, geometrical reasoning, and overall mathematical reasoning. Reading passages on the CLT were intentionally taken from classic children’s literature, poetry, and historical fiction and non-fiction.
 - This is the second year our middle school students have taken this test and it provided interesting insight into middle school student’s top domain skills.

- 6th Grade Top Domains: Writing Concepts and Skills, Reading Comprehension, and Arithmetic and Operations
- 7th Grade Top Domains: Mathematical Reasoning, Textual Analysis (inferences, point of view, understand how verbal/quantitative evidence are used in passages), and Pre-Algebra and Algebra
- 8th Grade Top Domains: Mathematical Reasoning, Grammar, and Textual Analysis (inferences, point of view, understand how verbal/quantitative evidence are used in passages)

Beginning Teachers and Mentors

- Ms. McGinnis and I are preparing for a Beginning Teacher Program audit that is scheduled in December. The audit occurs every 5 years. The information that is requested is always from the previous school year.
- Beginning teachers are working well with their assigned mentors as they complete and submit their beginning of year professional development plan (PDP) and self assessment. Both of these documents will be revisited multiple times throughout the year by the beginning teacher and their mentor in order to keep track of progress and action steps.

Recruitment/Personnel:

- Ms. McGinnis and I are eager to attend the following job fairs to represent PCA and encourage individuals to apply to work at PCA upon graduation.
 - Gardner Webb University- Wednesday, October 1st
 - Appalachian State University- Friday, October 24
 - Partnering with ASU again this year will allow us to meet with education students before the career fair to promote PCA and provide professional development!

Intermediate Events/Activities

- Our 4th graders have been awarded a grant of \$4,790 from the *Learning Happens Here Field Trip Fund* for their field trip to Raleigh. Our fourth graders will be attending the Raleigh field trip on March 20th.
- PEAK's middle school dance was a hit! We appreciate all of their hard work in making it special for our middle school students.
- October 10- History/Science Bee
- October 15- 5th Grade Field Trip to Discovery Place
- October 21- State Employees Credit Union Presentations for 4th and 5th grade

School Testing Data

A Report to the Board of Directors of Pinnacle Classical Academy

October 2025

Combined State Testing Results (EOC, EOG)

Percent of Students Who Demonstrated Grade-Level Proficiency

All Students

Year	Pinnacle Classical Academy	Cleveland County Schools	State of North Carolina

2024-25	63.7%	55.1%	55.0%
2023-24	72.7%	52.9%	54.2%
2022-23	72.1%	52.5%	53.6%
2021-22	72.3%	53.6%	51.4%
2020-21	70.6%	48.4%	45.4%
2019-20	NA	NA	NA
2018-19	77.8%	60.9%	58.8%
2017-18	66.8%	59.6%	58.8%
2016-17	71.7%	58.2%	59.2%
2015-16	73.5%	58.1%	58.3%
2014-15	69.9%	57.4%	56.6%

Combined State Testing Results (EOC, EOG)
Percent of Students Who Demonstrated Grade-Level Proficiency
Economically Disadvantaged Students

Year	Pinnacle Classical Academy	Cleveland County Schools	State of North Carolina
2024-25	53.3%	50.1%	41.7%
2023-24	65.5%	45.2%	40.9%
2022-23	62.5%	44.6%	39.7%
2021-22	61.8%	42.7%	35.1%
2020-21	58.3%	37.6%	28.8%
2019-20	NA	NA	NA
2018-19	68.2%	50.8%	44.6%
2017-18	53.6%	49.6%	43.6%
2016-17	59.5%	47.8%	44.2%
2015-16	NA	48.5%	43.7%
2014-15	66.1%	47.4%	41.6%

Combined State Testing Results (EOC, EOG)
Percent of Students Who Demonstrated Grade-Level Proficiency
Black Students

Year	Pinnacle Classical Academy	Cleveland County Schools	State of North Carolina
2024-25	55.7%	42.1%	39.2%
2023-24	65.9%	37.9%	37.9%
2022-23	57.4%	36.2%	36.1%
2021-22	65.4%	37.3%	33.4%
2020-21	53.8%	31.0%	26.3%
2019-20	NA	NA	NA
2018-19	68.4%	44.2%	40.9%
2017-18	52.8%	43.5%	40.4%
2016-17	59.1%	41.1%	40.3%
2015-16	57.6%	41.3%	39.5%
2014-15	40.4%	39.6%	37.3%

Combined State Testing Results (EOC, EOG)
Percent of Students Who Demonstrated Grade-Level Proficiency
Hispanic Students

Year	Pinnacle Classical Academy	Cleveland County Schools	State of North Carolina
2024-25	62.1%	52.1%	43.2%
2023-24	71.1%	49.4%	42.1%
2022-23	66.7%	51.1%	42.3%
2021-22	65.5%	53.1%	40.4%
2020-21	74.6%	47.7%	33.9%
2019-20	NA	NA	NA
2018-19	80.3%	58.4%	48.8%
2017-18	50.0%	57.4%	48.1%
2016-17	56.7%	54.5%	48.4%
2015-16	65.9%	54.4%	47.6%
2014-15	76.7%	51.1%	45.2%

Classical Foundations Program (CFP) Update
October 2025

1. Students in middle school and high school watch a brief presentation each month by T.K. Coleman; each presentation is devoted to one of the school's ten values. October's theme is integrity.
2. At its summer 2025 meeting, the CFP advisory board approved the minutes of the spring 2025 meeting and elected two officers for 2025-26:
 - chairman: Adam C. Smith, associate professor of economics, Johnson & Wales University
 - vice chairman: Thomas Pack, program director and associate producer, Palladium Pictures.
3. Our fall CFP lecturer is Tony Williams, senior teaching fellow at the Bill of Rights Institute. He will speak on the American founding, focusing on the topic of one of his books: *America's Beginnings: The Dramatic Events that Shaped a Nation's Character*.

Board members are welcome to attend the lecture(s) and/or the dinner (please let me know if you're able to attend).

- 10:00 arrive
- 11:15 lunch with senior class in Lyceum (rain location: grade 12 homerooms)
- 12:00 lecture to grades 10-12: Lyceum (rain location: gym)
- 2:00 CCC, taping of *Dare to Soar* segment
- 3:30-4:15 lecture to K-12 faculty: Lyceum (rain location: gym)
- 6:00 dinner, Bistro 214

Minutes of May 9, 2025 meeting

The Pinnacle Classical Academy Classical Foundations Program advisory board met virtually on February 9, 2025, at 4:00 P.M. Eastern time. Wes Westmoreland (chair), Adam C. Smith (vice chair), Rachel Humphries, David Raney, and Anna Steinberg, and Jeff Ziegler (non-voting faculty liaison) were in attendance at the beginning of the meeting. Ms. Steinberg left the meeting at 4:30, after which time the board lacked a quorum.

The agenda of the meeting was approved without objection, upon the motion of Ms. Humphries, seconded by Ms. Steinberg.

The minutes of the February 7, 2025, meeting were approved without objection, upon the motion of Ms. Humphries, seconded by Ms. Steinberg.

Sen. Westmoreland and Mr. Ziegler updated the CFP board on the progress of Pinnacle Classical Academy and Classical Foundations Program, including an update on local demographic trends and the spring 2025 CFP lecture.

Board members turned to new business, including future sources of CFP lecturers, the 2025-26 budget, and a discussion of potential new board members. Voting on new business was tabled until the next board meeting because of the lack of a quorum.

Without objection, the meeting adjourned at 4:55 P.M.

9-12 Report to the Board of Directors Presented by Mrs. Monica Dellinger October 12, 2025

Student Recognition

AP awards

Several students were recognized because of their GPA of B+ or higher and outstanding performance on the PSAT/NMSQT[®], PSAT[™] 10, and/or AP[®] Exams. The following students have been recognized:

Madison Gettys: Rural/Small Town Recognition Award, School Recognition Award

Daniel Whitaker: School Recognition Award

Lily Brown: First Generation Recognition Award, Rural/Small Town Recognition Award, School Recognition Award

Rachel Liljestrand: Rural/Small Town Recognition Award, School Recognition Award

CLT award

The Classic Learning Test has named Alayna Hudson a distinguished scholar for her score on the CLT10 last year.

First Place Art

Callee Jolly entered a pencil rendition of her Art at the Cleveland County Fair. This is the first time she has entered any contest for her artwork and she proudly received First Place.

State Competition

Arianna Dyer is dually enrolled in the Cosmetology program with Cleveland Community. She has been chosen to represent CCC/PCA in an upcoming Cosmetology competition. We are thrilled to see students excelling in a path of interest while attending Pinnacle.

Staff Recognition

Justin Evangelisto was chosen by his peers as Employee of the Month. He is enjoying a month of upfront parking. We are thrilled with the excitement Mr. Evangelisto brings to the High School Community and appreciate him.

Chad Whetstine created a new Physical Education/Health Elective this year. In the creation of this course, he used middle school and high school standards for Physical Education. He began exploring two things: How do I get healthy? How do I maintain my health? By using the prior learning, he is able to teach/show students how to apply their knowledge daily. He has created individualized logs for each student allowing students a live look of their progress and areas to continue to improve. Mr. Whetstine has exuded our 3 E's within this class and is beginning to evaluate his current practice of 9th grade PE/Health to increase student enthusiasm and engagement.

Curriculum Focus

Mrs. Dellinger and Alison Kiser (i-leadr) have gathered baseline data on questioning at the high school level. Professional Development upcoming will focus on the depth of knowledge question stems/types, why it is important to use a variety, how questioning increases student engagement, and how students will work equally as hard as the teacher.

K-12 Curriculum Report to the Board of Directors Presented by Angela Brooks October 12, 2025

Curriculum and Academics:

- Partnership with Gardner-Webb University
 - We are very excited about our partnership with Gardner-Webb University and the ASAP program that we will be able to offer students beginning in the summer of 2026 on PCA's campus. The signing will be on Monday, October 13th at 3:00 in the Presidential room in the Tucker Center. We would love to extend an invitation to all of our board members.
- Scheduling
 - The administrative team will begin meeting soon to begin working on the master schedule for the 2026-2027 school year. If there are any suggestions for courses you would like for us to consider please let us know at your earliest convenience. We are looking into a drone technology offering for the 2026-27 school year.
- Testing

- We have several tests planned for the month of October. On October 15th the juniors will be taking the PSAT while the sophomores take the PreACT. Also on October 15th the 4th grade reading retained students will take the Read to Achieve exam.
- Student Population
 - As of October 9th we have 1,219 students enrolled in grades K-12. Our current exceptional children's population is 11%. An additional 7% are being served through 504 plans, and 2% are English Language Learners.

Community Relations:

- North Greenville University
 - Our working relationship with North Greenville is continuing to grow. This year was the first year we have been invited to participate in mock interviews with seniors at NGU and we are excited to have this opportunity. There is also a possibility that I will be a guest lecturer in the coming months on methods to teach social studies and history.
- Leadership Cleveland County
 - This past month LCC toured the Boiling Springs area and I had an excellent opportunity to engage with IMC-Metals America and Ames as well as the Shelby/Cleveland County Airport. Specifically I believe there could be some potential internship opportunities as well as sponsorship opportunities with these organizations and I am excited about this new business relationship.

Athletics: Special Items to highlight:

- New Middle School Conference - Carolina Beltway Conference
 - On Monday, Oct. 6th Mr. Gosey announced that we had joined the Carolina Beltway Middle School conference. This has been well received by our students, faculty and parents and we are excited about this opportunity and grateful to Mr. Gosey on all his planning and hard work surrounding joining this conference.
- Athletic seasons
 - Our fall sports are wrapping up and there will be lots of conference tournaments and playoffs soon. We believe we have the potential to have several winning teams and look forward to celebrating soon!

Special Items:

- Scholarship Committee
 - Pinnacle will be hosting our third golf tournament to raise money for the Dare to Soar Scholarship fund. The golf tournament will be held on Friday, October 17th. We are looking for sponsors and teams. For more information or to register for the tournament please visit: www.pinnacleclassicalacademy.com/golf. We are excited about the progress we have made so far with the tournament and look forward to being able to sponsor local scholarships for Pinnacle students.

**Report to the Board of Directors
Presented by Dr. Shelly Shope
CEO
October 12, 2025**

Action Items:

● Budget Adjustment

Finance: *

- **Financial information is attached.**
- **Budget adjustment**
 - **Moving funds within line items, no change to overall budget**
- **Monthly budget analysis shows we are operating on track and right where we need to be.**
- **I am actively looking into opportunities to grow my fundraising skills to expand our fundraising as well as explore more grant opportunities**

Legal / DPI:

- **EpiCenter**
 - **We are up to date with all submissions.**
- **October**
 - **Board Meeting Schedule**
 - **Certificate of Occupancy**

Community Relations

- **I have been asked to lead the October meeting of the NC Charter School Leaders Network, where I will speak on school culture and strategies for increasing enrollment.**
- **I will be attending the Destination Lunch & Learn at Curtiss-Wright next week.**
- **I attended the NC Coalition for Charter Schools Board Retreat September 24-25.**
- **I attended the North Carolina Charter School Review Board meeting October 6-7.**
- **Monthly newsletter for parents is continuing.**
- **Weekly Events Update is posted on Facebook each Friday to highlight events and important dates for the next week.**
- **Weekly Newsletter / Updates sent to all faculty.**
- **Our “Dare to Soar” tv show continues to film monthly**

Enrollment Report

1st 20 days

22-23 23-24 24-25 25-26

K 109 110 104 121

1 118 103 101 100

2 104 104 94 98

3 109 97 102 97

4 110 103 94 96

5 92 100 102 93

6 98 99 104 103

7 104 102 90 102

8 93 108 104 89

9 79 94 95 86

10 51 65 83 86

11 32 46 65 78

12 40 27 41 66

1139 1165 1179 1215

- **2026-2027 Enrollment Kick Off**

- **Communicator Board - November**
- **Have email Karl Asad for the digital board...waiting for his response**
- **PCA Booth at the Livermush Festival October 18**

Activity Timeline Cost

Livermush Festival

-Robotics

-Initial Apps

-Swag

October 19 \$200

Social Media:

Facebook Ads

Facebook Post Boosts

Instagram

PCA Website

On-going

\$1500

Day in the Life of

Kinder

January \$0

Shelby Shopper November (2)

January (2)

\$600.00

Kings Mountain

Herald

November (2)

January (2)

\$600.00

Community Board October

December

Feb

April

\$450/week

Information packets

Daycares

January \$200

**Dare to Soar TV
program**

Monthly \$0

Open Houses March \$0

Attachments:

**Athletic Department Update
Submitted by Brandon Gosey
October 12, 2025**

Fall Athletics Update:

- As we near the end of the fall athletic season, we're excited to share a few highlights and celebrate the accomplishments of our student-athletes across all levels.
- Our middle school athletics program continues to grow, with four teams competing this fall. It's been encouraging to watch our younger student-athletes gain valuable experience while proudly representing PCA.
- Our Women's Volleyball program continues its strong tradition of excellence, while our Varsity Men's Soccer team has built on recent momentum with an impressive performance this season. Our Co-ed Cross Country Team continues to thrive, earning multiple first-place finishes at conference meets. Across all programs, our student-athletes have demonstrated remarkable growth, dedication, and sportsmanship, both on and off the field.
- After a successful season, we're proud to share that *all* participating JV and Varsity teams have advanced to the WPAC Conference Tournament.
- We've also enjoyed hosting multiple home soccer games this fall. Players have appreciated the ongoing improvements to the field, and spectators have especially enjoyed the addition of our new scoreboard, which has enhanced the game-day experience.
- Earlier this season, we hosted our home cross country meet, and now the Varsity Cross Country Team is preparing to compete in the WPAC Conference Championship on October 9.
- The athletic department is always eager to host events when possible, and we're especially excited to welcome visiting teams into our newly updated gym for the WPAC Volleyball Conference Tournament later this month.

Social Media Footprint: *Growing Our Reach and Engagement*

- The Athletic Department is committed to promoting our student-athletes and celebrating their success with our school community and beyond. Through consistent content and engagement, we continue to build a strong, recognizable brand that reflects the excellence of our programs.
- We currently use several social media platforms to share updates, highlights, and important information, with Facebook and Instagram being our most active channels. Instagram, in particular, has become the primary platform for engaging our student body and younger audiences.

- ***Instagram Platform Performance Overview***

Date Range: September 8 – October 7

- **Total Views:** 83.2K
- **Total Interactions (likes, shares, comments, saves):** 1,200
- **View Breakdown:**
 - 93% from followers
 - 7.0% from non-followers
- This breakdown is significant because it shows that our student-athletes are not only engaging with our content, but they are also actively sharing it. Their support is driving organic growth and expanding our reach across the broader community. We're proud of this momentum and will continue to leverage our platforms to share the stories, achievements, and spirit of PCA Eagles Athletics.

- ***Facebook Platform Performance Overview***

Date Range: September 10 – October 7

- **Total Views:** 128,189
- **Content Type Breakdown:**
 - 93.7% of views came from graphics and photos
 - Most individual graphics are receiving between 1,500–2,000 views each. This is huge for our local business sponsors.
- This strong engagement on both platforms reflects the growing interest in PCA Eagles Athletics and the value of consistent, high-quality content in keeping our community connected and informed. Mr Gosey enjoys sharing information about our school every chance he can.

Middle School Athletic Conference:

Over the past few years, the Athletic Department has actively explored the possibility of joining a middle school athletic conference. As our middle school programs continue to grow, this need has become increasingly important and aligns closely with our long-term vision for PCA Eagles Athletics.

Thanks to the support and approval from the PCA Board of Directors, we are excited to share that we have officially joined the Carolina Beltway Conference, a league made up exclusively of middle school athletic programs. This important step would not have been possible without the Board's thoughtful consideration and commitment to expanding athletic opportunities for our students.

We marked this milestone during our recent home volleyball game against Piedmont Charter, where we held a special banner recognition ceremony to celebrate our conference membership. Most middle school athletes and their families have expressed great enthusiasm about this next step — it's a strong move forward for PCA Athletics.

We plan to begin official conference participation with the upcoming winter athletic season.

Currently, the Carolina Beltway Conference includes the following member schools:

- Union Prep
- Queen's Grant
- Piedmont
- Gray Stone Day
- Jackson Day
- Community Charter

- Matthews Charter
- Union Day
- Mountain Island
- Socrates Academy (*anticipated to join in the 2026–2027 school year*)

Preliminary travel distance reviews show that most schools are located within an hour of PCA—similar to or even shorter than some of our current travel for pickup games across all middle school sports.

We believe that joining a structured conference like the Carolina Beltway Conference will offer our student-athletes valuable competitive consistency, increased opportunities, and a more enriching overall experience. This move also opens doors for additional programs like middle school swim and cheer to potentially compete in an organized league setting.

We will share more detailed updates following the next conference meeting later this month. The Athletic Department is optimistic about this new chapter and looks forward to continuing to strengthen our middle school athletics program.

Important Dates: Upcoming Spirit Nights Supporting the Athletic Scholarship Initiative

- The Athletic Department is excited to announce our upcoming October Spirit Night that will directly benefit our Athletic Scholarship Initiative. Our Spirit Nights are a great way to support PCA student-athletes while enjoying a night out with family and friends.
 - Red Bridges BBQ: October 23, 2025

New Business Partnerships: Athletic Business Sponsors

Since our last Board Report, the Athletic Department is proud to announce new partnerships for the 2025–2026 PCA Eagles Athletics season. We are excited to welcome Discovery Nissan of Shelby and Berry Business Systems as official Business Sponsors, each contributing at the \$1,000.00 sponsorship level. We are grateful for their support and look forward to a successful year ahead with their partnership.

Action Items:

1. Wes Westmoreland made the motion to accept the budget adjustment as presented. Ken Mooney seconded the motion, all approved.

Committee Updates and Discussion Items:

1. *Enrollment: There was a discussion about enrollment and really kicking off enrollment at the Livermush Festival. Parents were encouraged to participate in the booth at the Livermush Festival. Jeremy volunteered to work a few hours.*
2. *Facilities update: Facilities will need to meet to review current policies regarding use of facilities and update with construction completed. The key policy also needs to be reviewed for both campuses. Policies will be voted on in email in December.*

Adjournment *Jeremy Boone made a motion to adjourn and Ken Mooney seconded. The meeting was adjourned.*