

INVEST Collegiate Consortium, Inc.
d/b/a INVEST COLLEGIATE – Transform
and
d/b/a INVEST COLLEGIATE – Imagine

Board of Directors

OPEN MEETING MINUTES

Meeting Date: January 12, 2017 6:30pm

Location: Charlotte and by Phone

Directors Present: Dr. Eddie Hoover, Linda Comer, Carolyn Smith, Megan Medley, Debra Frazier

Directors Absent:

Others Present: Jenn Townley, Danah Telfaire

Time called to order – 6:15

Roll call

Minutes

- 12-15-16 open meeting – adopted
 - o Linda moved
 - o Carolyn 2nd
- 11-10-16 meeting minutes - adopted
 - o Carolyn move with note that actions taken were rescinded by the 12-15 action
 - o Megan 2nd
- 12-15-16 closed meeting – adopted
 - o Linda moves for closed
 - o Carolyn 2nd
- 11-10-16 closed minutes
 - o Debra with name change
 - o Debra moves
 - o Megan seconds
 - o approved

Agenda

- Dr. Hoover would be better to speak as he interviewed the candidate
- Megan moves
- Carolyn 2nd

Head of School Updates – Imagine

- Carolyn – testing done on first round and does that represent how they started or just recently?
 - o From the beginning – majority reading and math
 - o Feb report should have the updates

- Enrollment applications – where we are now; having first open house tonight, which is the first advertisement other than word of mouth
- Linda – new applications for 2017-2018? Yes, feel good about it because haven't advertised.
- Hoover – what are projected numbers for high school next year? Graduating 10 this year, 3 accepted to college already.
- Linda - Human resource report – will need a few new positions
- Any new EC students? Continually keeping an eye on students to try to catch, some on watch list, working on interventions, long time to go from identification to established as an EC student
 - o What do you do with transfer students? Once identified, nothing new needs done, we just need to keep working on providing them the services they need – do a transition meeting
- Need personnel
 - o Moved – Carolyn moved to accept
 - o Second – Linda
 - o Approved
- Calendar
 - o Carolyn moved
 - o Linda second
 - o Adopted – same calendar as last year
- Permanent campus
 - o Variance granted, expect lease at any time
- One of teachers applied to do a science project in the community and go to NASA, one of 12 groups chosen, will get to be there for a week learning.
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Strategic Fundraising Presentation

- Presenter Brian Boone
- Fundraising is about relationships
- What do they know about you, what do they think about you?
- First step – build awareness, once people are aware how do you make them appreciate what you do
- Challenge – not a long track record, leadership changes, negative press; best part of here, serving underserved population; are there other similar organizations doing the same thing? Yes, so getting new donors is tricky and keeping them is key
- Once they have interest, cultivate that, and that's when they invest
- Thank them the way they want to be thanked (recognize them publicly, privately, etc. – how they want)
- Get testimonials from parents and donors
- Investors talk and want other investors to invest too because they want their investment to be successful
- Reasons why organization are losing – generational interests are changing, their reasons for giving are significantly different. Millennials want to know how their funds are directly being used – what did you do with my money? Baby boomers not giving as much because so much change, and their future not as certain
- Tell them what their money did for the school
- Why are we different? Get 5 talking points that explain why you are different from the other schools (environment, different method of teaching, etc.) Don't get too buzz wordy – keep those talking points on a level people understand
- Decide what you are not – allows you to say those things you don't want and analyze if you are doing them and stop

- Parent participation – not going to get much money from parents, so if go to an organization, they are going to want to know how the parents are involved. If the organization only wants to donate small amounts, ask to make it a rotating amount, for example \$5 every month.
- Paying off debt does not garner much interest in investors
- They want to know about sustainability – want to know that you are fiscally sound and good managers of funds
- Timeline? Can do at any time, but spring always seems to be the better time to do this, and can use that money to help spread over two calendar years
- How should it be done? Board, committee on philanthropy, committee on development, some schools hire a consultant.
- This is who we are today, this is where we are going...if you help us, others will join and we will shine, we want you to come on this journey with us and if you do, you'll get this and this
- Look for board members with connections
- Use technology to get those donations – yes to pay pal, have a donate now with a tie to pay pal on the web page; just make sure any technology has high levels of protection. Ask the parents, how do they want to be solicited. Donate app.
- Pros and cons of using help
 - o Can get to that goal better and faster
 - o Only pay if make it to that goal
 - o Many people don't like to donate if they know part of their money is going to pay for someone's service
- Look for entities that cover the span of the two cities for investments
- What's the next step: allow him to spend a day in each school

Board Recruitment

- Tom, Dr. Hoover, Jenn on conference call with potential board member, explained everything to him, interviewed him, asked him specifically why do you want this extra work on his plate – to help education, what would make him apprehensive to work with us, what could he bring. Interest, willingness to learn. Knowing what we need, no reservations,
- Debra – most critical thing we need focus on the one who has the right connections based on Brian's presentation. She wants to see how he can help us there. Did he elaborate on how he could do that? He is in finances, real estate. Subcommittee unanimously recommends
- Linda moves, Debra seconds to accept recommendation of subcommittee to allow on board – unanimous

Head of School Updates – Transform

- Enrollment dropped a little over winter break (10 students), but less than the number that left last year
- A few left because of transportation, one for moving, and one parent left because of promises not kept (benchmark testing not completed)
- Tests have been taken at this point, some will re-test on Tuesday
- A few new applications have been filed
- Hoping to have four kindergarten classes next year
- Bethlehem Center wants to take the entire school to ICT for a tour, with a separate open house for parents
- Debra – work with Dana to determine what is the right number of students that can be accommodated for the building and budget
- Linda- worried about culture
- Had DPI meeting today – it was a good meeting

- Some charter schools have early childhood services that Dana wants to look into. Go on ahead and explore it, but budgetary considerations, there are different rules/codes, etc. that we would also need to consider.
- Marketing Plan
 - o Working with some movie theaters to put video just completed to be run before the movie plays
 - o Lots in play right now to help market the school
- Behavior infractions have decreased
- Got about 500 books to start a library, library furniture, benches,
- Focus at beginning was on enrollment and finance, now focus is on education
- Focus is a themed school – we tailor our instruction to your child
 - o Small groups and enrichment (6-8 students and grouped together by proficiency and standard) 45-minute time block every day for this
 - o Students who are excelling are put in advanced groups
- On 18th all 8th grade students/parents coming to meet with enrollment coordinators
- How are we on certified teacher certification – a little below
 - o This represents a cost savings for the school
 - o Debra move, Linda second - Motion to approve personnel

Debra – finance committee has agreed to sign a note that will be paid via another arrangement. In order to continue negotiations, it had to be done. At the end of this month we are going to negotiate another arrangement.

- Linda - Motion to authorize head of finance and head of school to continue negotiations to help schools with finances
- Megan second

Adjournment – 9:15

- Debra motion, Linda second