



DEVELOPMENT COMMITTEE MEETING AGENDA & NOTES FOR MINUTES

VIRTUAL MEETING DATE: November 20, 2020

IN ATTENDANCE: Marcus Vassall, Tamseel Syed, Wanda McKay, Tanya Watkins, CFRE

Attachments:

- Meeting Agenda

I) Development Office Administrative Updates and Admin Projects

DEVELOPMENT ADMINISTRATION: Strategic Planning

- November 11th Planning Session Board Request: Prepare a draft of 3-5 year SMART goals for DPA's revised strategic priority areas by November 30th.
 - "Now that we have our top 3 priorities identified for Development committee, please try to create strategies and objectives that you feel you can achieve in the next 3 years-But keep in mind that when you're drafting those, please involve the other parties that have a say in that (like academics, business administration). Also these strategies should align with where DPA would like to see themselves in 3 years." -Syed Emailed 11.5.20
 - Mr. Estes called a Senior Staff Meeting on 11.12.20 to discuss this project and the RDD was assigned to facilitate the process including the meetings and discussion among staff.
- Planning Session Update:
 - There have been 4 of 5 planning meetings among staff to review the organization's SWOTs. The goals of these meetings are to Identify, organize, and assess DPA's current SWOT's to better understand how to plan for growth of the school.
 - The product from these meetings is the:
 - "(AA) Strategic Planning Assessment + 2021-2024 Draft Goals with Strategies."
 - Goals are a DRAFT due to Planning Concerns from Initial Request:
 1. Time Constraints
 2. Lack of Experience and Objectivity
 3. Mission Statement Discrepancies
 4. Lack of external and internal data points
 - DPA Strategic Planning Workbook PREVIEW
 - Goals
 - SWOT Concerns
 - A. Objectivity: Without conducting a formal Strategic Planning Process, we do not have the benefit of an objective party to review and assess the items, nor did the results include input from stakeholders.
 - B. Goal Setting:
 - A. The lack of experience DPA's staff has with goal setting
 - Next Steps for the Team:
 - On Monday November 30th- Review Draft Goals and Develop Draft Strategies and Objectives if possible or as applicable.
 - Submit to Board for Review.



II) Development & Marketing Campaigns & Projects

Grants Calendar

Grantor Name	Grant Title or Purpose	Amount	Hear Back?	Note
Government Grant				
Georgia Charter Schools Program Grant (CSP)	Remote Learning & Access Due to COVID-19	\$150,000	Due 11.30.20	The amount is up to \$150,000
GA Department of Education	Y 2021 State Facilities Improvement Grant	\$39,034	Emailed Application Approved	TW to submit budget in application completion portal 11.20.20
US Department of Agriculture - GA DOE School Nutrition	FY20 Nutrition Equipment Grant	\$10,000	6 weeks post submission	Moved back to work on Strategic Planning.
Corporations				
Sign Up Genius	\$5K Technology Give-a-way	\$5,000	Dec only if winner	(Syed Referred) Submitted 8.3
Clorox	Clorox Entry & Google Checklist	In-Kind	Not Selected	Submitted 8.17
Sony	AVC Technology Support	\$10,000	December	
Walmart	Garden of Hope SHED	\$3,400	3 months from submission	
Regions Bank	Undecided	\$3,500		
Ford FDN	Undecided	\$3,500		
Caplan FDN	Undecided	\$3,500		
Google Grant	Digital Marketing	\$10,000		Eligibility?
Aldi Smart Kids	Undecided	\$3,400		
Organizations				
GenYouth	Covid Lunch Assistance	\$3,000	6 weeks	Submitted 8.19
National Education Association	Various	Various	Various	Membership needed to Apply
Donors Choose	Various Teacher Projects	Various		
Family Foundations				
Williams FDN	Technology	\$10,000		Need Budget Mod
R. Howard W. Dobbs Jr. FDN LOI	Technology	\$10,000		Need Budget Mod
ADC FDN	Technology	\$10,000		Need Budget Mod

Approved Earlier in 2020 – Implementation began in August

- Captain Planet - \$5K
- Health M Powers - \$3K
- Lettuce Give - Grant Value \$2.5K
- GA DOE – D3 Grant Extension \$19K



GREAT GIVE & DPA ANNUAL CAMPAIGN UPDATE

- Annual Campaign - Support Our Scholars (SOS)
 - RELAUNCH WITH NEW FOCUS JANUARY 2020
 - Review Campaign Goals
 - Marketing to Resume Sept.
 - Teacher invitation to fundraise will be extended at upcoming staff meeting
 - Marketing Plan (See Document)
 - Next Steps:
 - Send Staff Email Invite & Collateral
 - Follow Marketing Plan
 - Suggest Support While You Shop for those who can't give to SOS through Publix, Amazon & Kroger

OTHER PARTNERSHIPS:

- **HealthMPowers, Inc:** Plans are to move forward with MOU's that are already in place with each partner 2020-2021.
 - DPA Awarded \$14,663 each year for three years (\$43,989) in resources and services focused on nutrition and physical activity
 - Team Development and Introduction Underway
 - 2020-2021 Supplies and signage have been received

Board Action Steps:

- Board of Directors Involvement Card with Dates – Follow Up
- Guidestar: Reminder: DPA has been recognized as a Silver Seal of Transparency on Guidestar. This is a fantastic achievement. What would be even more phenomenal is if we reached the next level. *Emailed profile to Estes & Vassell on 6.17*
 - ☒ TW to follow up to send additional requirements to reach gold and platinum levels.
- I. Work on DPA www.Guidestar.org Gold Star Requirements
 - i. ☐ Financials Review with Wright (Auto-populated during Registration)
 - ii. ☐ Gold + Platinum Level Requirements (Saved data to DPA Admin-Guidestar)
 - iii. ☐ Board Practices (Answer Questions)
 - iv. ☐ Equity Strategies (Review Choices)
 - v. ☐ Photos & Videos of DPA Work (If Applicable)
 - vi. ☐ Demographics
 - vii. ☐ Review: Leader, Co-Leader + Board
 - viii. ☐ Complete: Staff