



DEVELOPMENT COMMITTEE MEETING AGENDA & NOTES FOR MINUTES

VIRTUAL MEETING DATE: January 14, 2021

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

Attachments:

- Meeting Agenda

I) Development & Marketing Campaigns & Projects

GREAT GIVE & DPA ANNUAL CAMPAIGN UPDATE

- Annual Campaign - Support Our Scholars (SOS)
 - RELAUNCH WITH NEW FOCUS MARCH 2020
 - Review and Revise Campaign Goals (General focus on Program Support)
 - Marketing to Resume for DPA General Updates ASAP
 - Teacher invitation to fundraise will be extended
 - Marketing Plan (See Document)
 - Next Steps:
 - Revise Plan and Involve Others

OTHER PARTNERSHIPS:

- **HealthMPowers, Inc:** Began executing goals in MOU's.
 - DPA Awarded \$14,663 each year for three years (\$43,989) in resources and services focused on health, nutrition and physical activity
- Chamber of Commerce – TW Applied to join the Young Professionals Program of the DeKalb Chamber of Commerce
 - The Young Professionals Program has been formed to provide the DeKalb young professionals with an opportunity to develop leadership skills, give back to the community and provide a forum for local executives and city leaders to educate and promote the growth of DeKalb County. The group is open to those 25 to 40 years of age that are interested in professional development, community issues, mentoring and networking.
- Resonate Church – Local church located on Memorial Drive.
 - Resonate Church volunteers are looking to get more involved in the community and have been in discussions with DPA about potential opportunities even during the pandemic. Ideas include, PPE and Cleaning Supplies Drive, Garden of Hope Clean-Up, Garden Committee Service, Volunteer Service for Future Events



Grants Calendar Update Summary

Grantor Name	Grant Title or Purpose	Amount	Response Expected	Approval Likely	Note
Government Grantors					
Georgia Charter Schools Program Grant (CSP)	Remote Learning & Access Due to COVID-19	\$148,851	Feb. 2021	High	The amount is up to \$150,000
GA Department of Education	FY21 State Facilities Improvement Grant	\$39,034	Emailed Acceptance of Application Approved. Confirmation in Feb. 2021	High	
US Department of Agriculture - GA DOE School Nutrition	FY20 Nutrition Equipment Grant	\$9,740	Feb or Mar 2021	Medium	
Undecided - Federal or State Available	Social Emotional Learning - SEL	\$0		High	Research Phase
Corporations					
Home Depot	Garden of Hope Shed & Garden Support	\$2,000		Medium	Pending Submission
Walmart	Garden of Hope SHED	\$3,000		High	Pending Submission
Aldi Smart Kids	For AVC Program Support	\$3,400		Medium	Pending Submission
Organizations					
GenYouth	Covid Lunch Assistance	\$3,000		High	Submitted 8.19 – No Response to Submission - Reapply in Spring 2021
National Education Association	Various	Various	Various	Medium	Membership needed to Apply
Donors Choose	Various Teacher Projects	Various			
Family Foundations					
Williams FDN	Technology	\$10,000		Medium	Need Budget Mod
R. Howard W. Dobbs Jr. FDN LOI	Technology	\$10,000		Medium	Need Budget Mod
ADC FDN	Technology	\$10,000		Medium	Need Budget Mod



II) Development Office Administrative Updates and Admin Projects

Follow Up (Requested by C. Pettis)

- DPA Board Training Follow Up
 - Direction on deadline dates, next steps and responsible parties for action items from training session.
- Action Items (From Training Meeting):
 - Board Retreat – Hold DPA Board Retreat
 - Conduct Board Self-Assessment + Member Self-Evaluation
 - Board Calendar (Annual) – Develop Master Calendar
 - Board Presentation – Align Required Components with Goals
 - Staff has begun refining each department's presentation as needed. Ensuring the information being presented shows the school's progress toward charter contract goals.
 - Goal Alignment with Charter Contract
 - See Strategic Planning below.
- Strategic Planning
 - How should we proceed?

Development Strategic Planning Notes:

- November and December 2020 –
 - 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
 - *Head of School called Executive Team Leadership Meeting on 11.12.20 to discuss this project. The Director of Development 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



Board Action
Steps:

- December Board Training Follow Up (See items listed on p3)
 - Strategic Planning Follow Up (See items listed on p3)
 - GuideStar requirements need to be completed. Plans are to include in upcoming planning goals. Having an updated profile is essential to establishing and maintaining credibility + transparency among foundation funders that are not familiar with DPA. Note: Although we want to incorporate this into the next strategic plan there may be things that can be done sooner to help complete our profile.
 - 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