



## DEVELOPMENT COMMITTEE MEETING AGENDA & NOTES FOR MINUTES

VIRTUAL MEETING DATE: February 25, 2021

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

### I) Development Office Administrative Updates and Admin Projects

Development Strategic Planning Follow Up: (Process Notes Below):

- November and December 2020 –
  - Board Request: Prepare a draft of 3-5 year SMART goals for DPA's revised strategic priority areas by November 30<sup>th</sup>.
    - *"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
- The board's request to submit draft goals was completed on 11.30.21. A follow up meeting was scheduled on January 20<sup>th</sup> when Ms. Arnold instructed the entire Leadership team on a Zoom Recording to (again) complete the school's goals. The Governance Committee Chair followed up to this meeting with an email with a strategic plan template.
- Board member requests for edits to DPA Strategic Plan since 1.20.21 Template:
  - Board CHAIR, Suzette Arnold on 1.20.21 – Do not use the new info we developed in November, instead complete the revised 2016 - 2019 template provided by Mr. Syed.
  - Governance Chair Tamseel Syed 2.4.21 – Eliminate the new strategy areas and change them back to the old areas.
  - Finance Chair, Janelle Wilhite on 2.15.21 – The formatting isn't to her liking and the document looks unprofessional.

The expectation is for staff leadership to create a comprehensive plan that can be used by 2.17.21. This document was submitted and is attached for your review.



## Development Dashboard Review

Typically, this report is quarterly, but it has been updated to include recent grant awards.

### **II) MOU's + PARTNERSHIPS (New & Renewal):** Review from Dashboard

1. Optimize the Vizion
  - i. Renewal MOU
2. Atlanta Metropolitan State College
  - i. New MOU (Under Development Goal is by 3<sup>rd</sup> Week of March)
3. Partnership In Action for Healthy Living (PAHL) – Renewal MOU
4. Chamber of Commerce – TW Applied to join the Young Professionals Program
  - i. Follow Up Needed
5. Captain Planet Foundation 2021- Project Giving Garden
  - i. *By participating in this program, DPA will receive:*
    - a. A branded metal sign for our garden stating "This school garden is feeding families!"
    - b. DPA's garden will be listed on the Captain Planet Foundation websites with a map of all participating schools and harvest counter.
    - c. DPA will be featured in news stories and publications about the Project Giving Garden program.
    - d. Free irrigation installed in our garden with a smart timer.
    - e. Free hand washing station installed in our garden.
    - f. Free Summer Garden Maintenance from May - August 2021.
    - g. Free seeds and starter plants for DPA to plant with our students in the fall of 2021

### **III) Development & Marketing Campaigns & Projects**

#### INDIVIDUALS + EVENTS:

- (INDV) Annual Campaign – Great Give Campaign - Support Our Scholars (SOS)
  - RELAUNCH WITH NEW FOCUS APRIL 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
- (INDV) Board Campaign (DPA Foundation)
  - Acknowledgements
- Special Events
  - Virtual Events Training



Grants Administration: Grants Reporting, Grants Policies, Grant Contacts  
\*FY19 D3, FY20 Facility, FY20 CSP, FY20 NSLP Equip.

Issues: Duplicate Asks, Reporting and Invoicing Responsibilities, Missed Payments  
Pledges not being booked by Finance

Solution: DPA Grants Policies

Grants Calendar Update Summary:

Grantor Name	Grant Title or Purpose	Amount	Response Expected	Approval Likely	Note
<b>Government Grantors</b>					
Georgia Charter Schools Program Grant (CSP)	Remote Learning & Access Due to COVID-19	\$148,851	Feb. 2021	APPROVED	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	APPROVED	
US Department of Agriculture - GA DOE School Nutrition	FY20 Nutrition Equipment Grant	\$9,740	Feb or Mar 2021	Medium	
Georgia Department of Public Health (DPH) Child Health and Wellness Program	Shape School Grants – Physical Activity + Nutrition Efforts	\$TBD	Due 3.10.21 Award Notice also in March 2021	High	
Undecided - Federal or State Available	Social Emotional Learning - SEL	\$TBD		High	Research Phase
<b>Corporations</b>					
Whole Kids Foundation	Garden of Hope	\$3,000	Due 3.31.21	High	Pending Submission
Walmart	Garden of Hope SHED	\$3,000		High	Pending Submission
Home Depot	Garden of Hope Shed & Garden Support	\$2,000		Medium	Pending Submission
Aldi Smart Kids	For AVC Program Support	\$3,400		Medium	Pending Submission

\*\*Updated Grants Calendar through December 2021 is currently under research and development. School Leader and RDD have a meeting set up next Tuesday 3.2.21 to discuss calendar progress and opportunities.



Program Research:      Health + Wellness Program  
                                  AVC Program Support  
                                  Technology Support (General DPA + 1:1 Laptop Program)  
                                  Tutorial Support for Scholars  
                                  Support + Rewards for High Performing Teachers

#### IV)      **Board Action Steps**

- Grants Policies Review – Prepare to Review Final Version before Submitted to the Full Board in March 2021
- Georgia Shape and Shape School Grant Application Submission Approval
- 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](http://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