IN ATTENDANCE: Marcus Vassal, Wanda McKay, Tanya Watkins

I)   Development Office Administrative Updates and Admin Projects

1. Strategic Plan: Stakeholder Input + Methodology Update
   a. **GA CSA -Elisa Falco Process Update as of 5.12.21 –**
      i. E. Falco to complete commentary on strategic plan spreadsheet and submit to C. Pettis and T. Watkins by 5/13/2021
      ii. E. Falco to share stakeholder survey with C. Pettis / T. Watkins for final review, which will be completed by mid-day on 5/13/2021. DONE
      iii. E. Falco to get board approval for stakeholder survey, ideally by 5/17
      iv. Distribute survey with initial 1-week window (will extend if needed)
      v. Meeting to review stakeholder input – TBD

2. Development Policies
   a. Review Updated Policy changes

II)   MOU's + PARTNERSHIPS (New and Proposed):
1. DPA Vendor partnerships research
   i. Pettis requested that DPA research partnership opportunities with vendors.
2. Atlanta Metropolitan State College
   i. New MOU (Under Development DPA meeting with local High schools to partner with them on the deliverables of the MOU. Meeting with Towers High School representative on Friday 5.21.21 at 9am
3. Chamber of Commerce – TW Applied to join the Young Professionals Program
   i. At last contact it was found out that the Chamber was temporarily without an Executive Director. During this time they have been unresponsive to phone calls, emails and registration for an event. However, TW received 3 emails last week. TW to follow up to find out if anyone can be reached directly about membership.

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

FUNDRAISING CAMPAIGN + WEBPAGE REVISIONS:

KEY: ☑ = WEBPAGE CONTENT CREATION COMPLETE
☐ = NEW + REFRESHED DPA FUNDRAISING CAMPAIGNS

1. "DONATE" Tab
   i.   ☑ Donate Now Form - Directs to existing (updated) DONATE page.

2. "SUPPORT" Tab
   a. ☑ Narrative: Page contains
      - ☑ Fundraising Overview
      - ☑ How to Donate
      - ☑ Matching Donations
         i. ☒ Links to all School Led Fundraisers - *(*Create Pages before Adding to Fundraising Overview) (i.e. Annual Fund, Support Our Scholars -DeKalb Prep Opportunity Fund, DPA Fundraisers)*

   b. ☐ **TW and CP discussed and decided upon funding campaign objectives and purposes for the following:**
      - ☐ Annual Fund – New focus will be DPA Program support – including staff interventionists and coaches as well as Saturday or Summer school, etc.
      - ☐ Support Our Scholars – Supports the Programs of DPA
         a. RELAUNCH WITH NEW FOCUS SPRING 2021
            i. Next Steps: Review and Revise Campaign Goals + Involve Others (General focus on Program Support)
      - ☐ DPA Fundraisers
         - ☐ Annual Auction Special Event – Provides General Support to DPA
         - ☐ Staff Gifts – Specifically for staff recognition and teacher appreciation
         - ☐ Royalty Programs – Corporate support
   c. ☐ Partnership Opportunities
   d. ☐ Get Involved

GRANTS

Grants Administration:
- Grants Reporting:
  - *FY19 D3, FY20 Facility, - Reports complete and Funds Received
  - *FY20 CSP, FY21 Facilities – Reimbursements in Progress

- Grants Policy Changes:
  - *Issues:*   Duplicate Asks, Reporting and Invoicing Responsibilities, Missed Payments FY19 Pledges booked by Finance or audited?

  - *Solution:*   DPA Grants Policies and discussed reporting and recording of gifts. To collaborate with Finance Committee Chair. Policies completed and Submitted.

Grants Calendar Update Summary:
- After School Program Prospects Review (See Attachment)
- SHAPE Grant (See Attachment)

Program Research:
- After-School Program
- Health + Wellness Program
- Gold Standard Project Based Learning
- AVC Program Support
- Technology Support (1:1 Laptop Program)
- Tutorial Support for Scholars
- Support + Rewards for High Performing Teachers

Grant Proposal Preparation Request – Leadership Team

Leadership Team -Currently in the process of creating or providing the following items for grant proposals and program descriptions/needs.

1. Current Operating Budget
   - A budget that reflects grant funded programs or needs. "See attached SAMPLE DPA Operating Budget 2019-2020"
2. Strategic Plan
   - **In progress
3. Board Directory or roster with list of committees
   - Current list is outdated and does not reflect board members professional affiliations or workplaces.
4. Organizational Chart
   - Needs updating (See attached sample)
5. IRS From 990 or Audited Financial Statement 2020

6. Program Proposal Description – Provide information to create Program Description. (Must Answer the following Questions)

   o PROBLEM OVERVIEW - How would you summarize the problem or need your school or program is working to address?
   o GOALS - What is your school or program aiming to accomplish?
   o STRATEGIES - What are your strategies for making this happen?
   o CAPABILITIES - What are your school or program 's capabilities for doing this?
   o INDICATORS - How does your school or program know if you are making progress?
   o PROGRESS - What have you accomplished so far and what's next?

IV) Board Action Steps

1. ☐ Strategic Plan Follow Up – Next Steps: Survey

2. ☑ Development Policies on Gift Recording and Reporting Review before Saturday Meeting

3. ☐ GuideStar – **This is now in the strategic plan but will not be removed from this list until the strategic action plan is finalized in June**.

   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*
      o ☑ *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