



## DUAL IMMERSION ACADEMY

### **DIA Board Meeting, January 9, 2019**

Meeting started at 6:04 p.m.

In attendance: Gabriela Benitez, Mac Newbold, Rich Stowell, Ray Betancourt

Absent: Brian Lowe

Staff: Angela Fanjul, DIA Director; Brian Cates (Red Apple)

Others in attendance: Rocio Gonzalez, board secretary and Lidia Powell, board prospect

Called to order by Gabriela Benitez, Board President.

#### **Financial Report:**

Budget at 50% through our physical year. Operating margin at 8%, revenue and cash balances in good shape. In two months we will start the process of putting together the proposal for next year's budget. Discussion about Cash on Hand and request to have it as agenda item for the next meeting. Audit report was sent to board members via e-mail and Red Apple will be available if there are any questions.

Discussion about developing Teacher Incentive Program.

#### **Administrative Report:**

Gear UP & School Lands Trust

The School Community Council has been meeting on a regular basis and we have a teacher appointed. They meet the last Tuesday of every month at 6pm. Director will make sure Ray Betancourt who the Board Representative receives the e-mail reminders about the meetings.

Recruitment/Pre-Enrollment – Strategies – procedures overview

DIA starting recruitment process in-house on January 22 for the 2019-2020 school year. For outside recruitment DIA will utilize Facebook, Instagram and Tweeter. Also will continue using our videos in social media and will focus on enrollment of kindergarteners.

Charter Update – discussion about creating work session for updates to our charter and vision building

Director has been asked to be a reader for New Charter School Applications and will present at their annual conference in February. Discussion about possibilities for DIA to expand. Maybe start a working group to look at DIA's charter and follow up at the next board retreat.

Fund Raising – Mark Anderson – presentation on ways to capitalize on ideas for fund raising and goal setting session

Mark has been the grant writer for DIA and has been involved in public relations, private contracts and fund raising. Mark had discussion with DIA director regarding fund raising and importance to encourage board members to get involved in capital campaign. Discussion about school needs, fund raising activities, annual gala, priorities and strategic planning.

Discussion about importance of sharing with people about DIA, thinking about who you know that would support our cause and donate. Also strategic recruitment of new board members.

Mark available to help the board strategize to create those connections. Also discussion about creating a development committee, decide who the members would be and their roles. Creating a foundation to initiate, organize and even include current and past parents who will champion on behalf of DIA.

Importance of looking for donors that we can cultivate, who will donate and support our school. Diversify and reach out to individuals, businesses, foundations in state and out of state, personal connections, identify who they are and who they give out to.

Importance of brainstorming, putting down ideas, identify what is needed, develop activities and strategies to create those connections. Importance of creating a compelling story to tell and share to all prospect donors. Once fund raising activities and strategies are decided and completed, evaluate outcomes, what worked, what didn't work. In addition, identify best approach when thanking donors. Mark willing to come back to continue helping and supporting the board in these efforts.

### **Board Business:**

Potential New Board Members

Lidia Powell, board prospect present during the board meeting. Discussion about having a board member with fund raising experience.

Reminder of Fingerprints

Board members encouraged to get them done if not yet completed.

Other Board Business

Discussion about making Fund Raising a board function, built it in our accountability function and have it as part of our annual retreat. Maybe creating a subcommittee that would work outside the regular meetings and report at the meetings. Maybe at the next board meeting have further discussion about this.

**Approval of minutes: November 14, 2018**

Motion by: Ray Betancourt

Second by: Mac Newbold

Motion passed unanimously

Meeting closed at 7:30 p.m.

Next meeting: 6:00 pm Wednesday, February 13, 2018