

California Collegiate Board Meeting
November 9, 2015

- I. Roll Call:
 - Present: Veronica Flores, Pushkar, Reuben Ayala, Clayton Rosa, Jackie Baker and Liz Resnick
 - By phone: Sue Andres-Brown, Scott Cooper, and Drew Pauly

- II. Adoption of minutes - accepted by Rueben, seconded by Pushkar

- III. Head of School Report:
 - <https://mail.google.com/mail/u/0/#inbox/150ef216b250d7cc?projector=1>
 - Brief discussion about student enrollment follow-up with our staffer, Dario.
 - Also discussed the English family foundation grant of \$25k, directed for facilities.
 - Agreed that primary goal is unrestricted gifts; several of the foundations would give restricted gifts (English Foundation, Adams Legacy Foundation, etc.).

- IV. Academic Achievement - Committee Meeting on Thursday, 11/12
 - Will discuss event planning for families, possible translation of website and other materials.
 - Will publish ideas after the committee meets.
 - Dario will include question to committed students about what kind of event would make sense.

- V. Finance Report
 - Need to revise budget to reflect modifications since LAUSD approval; will bring to Board for approval at December meeting.
 - Preparation for possible underenrollment.
 - Need to create formal financial policies for California Collegiate (we have Ex Ed's template)
 - Down to <\$6k, so we need to continue to fundraise, even with recent checks for \$3050.

- VI. Development Report
 - Several foundation grants: English Foundation, Joseph Drown Foundation
 - Board commitments: submit form ASAP if you haven't already
 - Individual solicitations to personal networks
 - Great to give gift by the end of 2015
 - Take pulse of the group to brainstorm what the group needs to begin fundraising
 - Give a gift that you can sustain over several years
 - Crowdfunding for younger donors
 - Liz to call a Development Committee Meeting in next 10 days (maybe 11/16, 11/17 or 11/23 in the early evening) - Drew, Pushkar, Liz, Sue and Reuben.

VII. Governance Committee

- Sue is having coffee with a prospective new board member, Ivelisse Simon, this week.
- Welcome to our new board members.
- Needs: marketing/advertising, finance, and representation from the community.

VIII. Facilities

- Hired a pair of brokers, Alma (10+ years with KIPP), and Aaron Anderson (Alma's assistant) are our tenant reps.
- Learned a great deal about properties and the build-out required for a school.
- One property that looked promising was near the 110 & Manchester Ave.
- Also submitted for Prop 39 application for co-location.
- Will go back to marketplace to look for additional space.
- Jackie also has a connection with Turner-Agassi and will endeavor to have coffee with him soon.
- Timeline of securing a site is critical to recruiting students in time for the opening of school.

IX. Consulting from Experienced Board Member/Charter School person - Carl Cade

- What should we look out for, on the finance side? Enrollment? How to manage with underenrollment?
- Straightforward budget process - enrollment drives the finances of a school. Need the teacher:student ratio (34:1) needs to stay close to what we budgeted.
- "Desperately focused on building a school that is focused on better instruction." Build core ethos of students and teachers, with the rest of it being secondary. Selling the concept of the school - focused on teaching and learning, great instruction - not the site or the facilities.
- Tell the story about great teaching - but people don't know how to judge schools (even ones they pay a lot of money for). People wear a lot of hats until you're at scale.
- Over time, the lines between governance and management are critical to know. Board has fiduciary responsibility for state funds we're receiving - keep communication channels open.
- Enrollment is more and more challenging environment - Carl recommends an early start to get kids hooked in with a summer camp or fast start. And if you come up short in enrollment, you will have to cut personnel.
- From Board level, more interested in the esprit d'corps and the culture of the school.
- Think about level of engagement with families, so that we know how it's going (and they don't just walk away when they're unhappy). Need to try to ensure we're in dialogue.
- People should always feel they have lots of options to express themselves and get redress on their concerns.
- Board owns the school, and even when there are long periods when there isn't a great deal to do, need to continue to strengthen that relationship so we are prepared when a crisis comes along. Even try some role playing for down the line - how will a parent, janitor, teacher feel about their experience at CA Collegiate. Drew suggested going to a board meeting where there are contentious issues (public can make comments, but not a dialogue).
- Pick-up and drop-off are good times to engage parents, and know what is important to them.

X. Orientation Debrief

- Clayton - thought it was very helpful, and informative. Personalize your pitch - why is it important to you, personal narrative is important.
- Drew - Backing up to fire hydrant to learn a great deal of information, good job of doing it without a lot of education or business school jargon. Governance will likely need to take this over soon, not sustainable for Sue to do it, nor is it her role. Much better picture of what school will be about, and learned a great deal about Sue. Deliverables were very thoughtful. Need to add the pitch piece, but with that, it will be fairly complete.
- Liz on the pitch:
 - Thinks strategically about which friends need a personal touch, and which can be sent just an email. Encourage people to be transparent with potential donors.
 - Pitch incorporates how valuable the school will be because kids are being underserved in district schools.
 - Research shows that kids in charter schools gain significantly more learning time that helps bring kids up to par to compete.
 - Talks about Sue and her experiences in the district, and her passion and dynamism for learning and education. It's that enthusiasm and leadership that will be critically important to the growth and success of the school.
 - A great pitch includes a bit about the school, and a bit about the leadership, and that's it.
 - Left a donation amount up to the donor.
- Everyone on board knows someone who does financial planning, and they may have stronger connections with people can be potential donors.
- Building the base now and encouraging commitments now (e.g. in start-up mode).
- Important to begin cultivating relationship with donor base.
- Perfect time of the year with people beginning to think about their charitable giving as the year closes.

XI. Hiring Brainstorm (tabled).