

2014 Fall Campaign

Mr. Woods made a motion to continue the Foundation's "internal fall fundraising campaign, LeveragingSuccess" for the 2014 school year. Lara LeRoy seconded the motion. Mr. Woods stated the Board had discussed the timing of a potential fall campaign during the Board's last meeting and agreed that the campaign dates should be early October through November 30, 2014. Additionally, board members were informed that Principle Judith Peterson planned to write a letter to the AMHS community in which she will introduce the Student Improvement Council (SIC), Parents in Education (PIE), Academic Magnet Foundation (AMF), and the Booster Club. The Board suggested that letter include a "matching funds" request as a means for families to contribute to these organizations.

Board members discussed the possible fundraising goals of the 2014 campaign and whether the focus should be on a percentage of participation or dollar amount of funds raised. Stephen Howe proposed the idea of reaching for a goal of 75% participation to reach \$75,000 in raised funds. Mr. Shubert amended the motion, stating that "the 'ask' should include a request that people consider asking their companies for matching funds." After brief discussion, including a general approval of the addition of a request for corporate "matching funds," Messrs. Howe and Shubert again made their motion, and the board unanimously approved. Mr. Rawls suggested an additional campaign goal of recruiting additional volunteers in order for the Foundation to capitalize on much needed human capital to further the Foundation's mission and goals.

Discussion moved to a chart of the school's four organizations including SIC, PIE, AMF, and the Booster Club. Members discussed various ways to improve the chart to assist families in understanding the nature of each organization's mission and goals. Mr. Rawls and Ms. LeRoy both volunteered to assist in reorganizing the chart to create a better visualization of the relationship among the organizations.

Committee Updates

Mr. Woods prefaced committee discussion by stating his hope that each meeting would include full updates from each Committee about progress and efforts to date. He also noted that Hallie Seibels had expressed her intention to continue helping the Development & Grants committee.

Development & Grants

Mr. Shubert stated the need to continue working on a list of potential corporate donors. He asked members to pursue contacts within the community and to update the Excel spreadsheet on Dropbox for potential corporate leads.

Communication and Marketing

Members discussed the Foundation's participation in the Raptor Report for this school year. It appears the Foundation will have column in the Raptor Report to reach on to the AMHS community. Members discussed possible column content including Foundation news, testimonials, and fundraising opportunities.

Lara LeRoy reported on her contact with Neeve Goldkin of FreckleFoot Creative to assist the Foundation in developing a social media footprint, and reach out to the community to solicit donations through social media websites such as Facebook. A social media presence would assist in relaying the Foundation's mission and campaign goals to a broader community. Ms. LeRoy agreed to speak further with Mr. Goldkin about his proposed costs in creating a social media presence and email board members Mr. Goldkin's comments.

Website & Collateral Development

Mr. Howe agreed to update the website regarding the upcoming Fall Campaign. Mr. Rawls and Ms. LeRoy agreed to assist Mr. Howe with the content of the Fall Campaign message.

School Needs

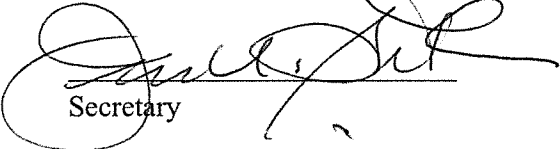
Board members discussed how to assess school needs for the Foundation's consideration for the 2014 school year. Professional development and the Chinese Language Program will continue to be an emphasis from last year, but board members agreed work needed to be done regarding how to assess future needs. Ms. Smith proposed using Survey Monkey to reach out to all faculty with specific questions to assess needs in their departments and classrooms as a possible insight for future needs. Mr. Solty's agreed to investigate this suggestion further. A separate School Needs meeting was also proposed for a future date to further discuss this issue.

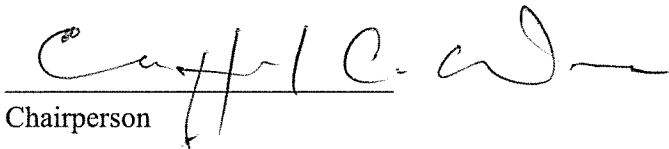
Further Board Meetings

Board members agreed to hold the next meeting on September 8, 2014, with subsequent meetings on September 22, 2014 and October 6, 2014.

Conclusion

There being no further business, the meeting adjourned at approximately 7:50 p.m.


Secretary


Chairperson

