

NOTE: This meeting is being agendized to allow Board Members, staff and the public to participate in the meeting via teleconference, pursuant to the Governor's Executive Order N-29-20 (March 17, 2020), available at the following [link](#).

Development Committee December Meeting Minutes

December 14, 2020 4:30 pm

Teleconference Options to join:

By PC: [Click Here](#) or

By Phone: (US)+1 402-295-5398 **PIN:** 944 484 968#

Executive Order N-29-20 authorizes local legislative bodies to hold public meetings via teleconference and to make public meetings accessible telephonically or otherwise electronically to all members of the public. Members of the public are encouraged to observe and participate in the teleconference. Further instructions on how to electronically participate and submit your public comments can be found in the PUBLIC PARTICIPATION note at the end of this Agenda

I. CALL TO ORDER AT 4:34 PM

II. ROLL CALL AND ESTABLISHMENT OF QUORUM:

Committee Member	Present	Absent
Nancy Kong-Vasquez (Chair)	X	
Josh Corell	X	
Hope Gawlick	X	
Ashlee Patel	X	

III. CELEBRATIONS

JC - Finally starting to grasp school acronyms.

AP - How inclusive the COVID 19 sign is. Images to make it easier for kids and images are reflective of our community.

JE - The Board meeting Thursday night. Board is consistent and the message of focusing on academics and SEL, the board continues to support our school.

AW -

HG - Ready the article about Rocklin Unified, appreciates our board's consistent focus on what is best for our community. Every student is important, decisions are being made for the good of the whole.

EB - Multiple opportunities to get the community involved in spreading the word about the high school opening and the lottery. The responsiveness has been awesome.

NKV - Super proud of being affiliated with the school even though her kids are in high school.



IV. COMMITTEE UPDATES

V. PUBLIC COMMENTS: This portion of the meeting is set aside for the audience to make comments or raise issues that are not specifically on the agenda. Comments are limited to three (3) minutes per person. Members of the public may speak on agenda items during the time when the item is addressed by the Board. This agenda item is included for the purpose of giving anyone in attendance an opportunity to ask questions or discuss non-agenda items with the Board of Directors. If visitors have a complaint about a specific employee of the school, they will be asked to submit an oral or written complaint to the employee's immediate supervisor as required by Board Policy #08-03 (Please note that the public portion of all meetings is recorded.)

None

VI. CONSENT AGENDA: All matters listed under the Consent Agenda are to be considered routine and will be enacted by one motion followed by a roll call vote. There will be no separate discussion of these items unless the Board of Directors, audience, or staff request specific items to be removed from the Consent Agenda for separate action. Any items removed will be considered after the motion to approve the Consent Agenda.

A. Accept and approve minutes from November 16, 2020 meeting

Motion:	HG	Action:	Motion to accept and approve	
Second:	JC	Vote:		
	NKV	JC	HG	AP
	Y	Y	Y	Y

VIII. DISCUSSION ITEMS

1. Brainstorming discussion Spotlight Explorer Partner selection process
2. Workshop - WCHS Freshman Development Initiative, including Timing/Schedule, Marketing and Planning.

EB - Looking at cultural competencies and how they weave through social sciences and how to continuously weave them through the 4 years. Began discussion with Museum of Tolerance and a capstone event for freshman year. Freshman will go to LA for a day and half experience High School Seminar. Spring trip that is combined with college tours. Speakers will lead conversations around racism and diversity.

Rough budget \$90 per person for MOT, hotel and transportation \$267 per student.

HG - If the committee doesn't raise enough for the whole trip does that mean they won't be able to go or have we budgeted for the trip.

JE - Field lessons are budgeted but not sure of the total amount at this point.

NKV - Need to discuss messaging, the numbers are helpful.

JC - Question about WAVE meeting, are they switching from individual to corporate donations?

JE - Will discuss with WAVE President to clarify but

EB - Survey work from Spring, continue to have field lessons was a priority with potential students.

JE - Establish a target per student, WCS would budget for a buffer. "Sponsor and Explorer"



NKV - Aiming to cover the whole trip (published goal) and have an internal stretch goal. Shows Development Fundraising Initiative plan.

JC - Looks like a great start. A lot of good stuff included.

Case for Support (Objective) - Who, What, Why

- What is the Dev Committee, what do we do? What is our overall objective?
 - DC is a subcommittee of the WCS Board, composed of Board Members and community members.
 - Support the work of the Strat Plan
 - Purpose is to partner with and show appreciation for businesses who come into contact with WCS and support our program.

- What sets us apart from WAVE?
 - Work is mission and vision aligned
 - WAVE recruits volunteers and parents
 - DC recruits business partnerships

- What problem are we addressing with the fundraising for this specific campaign?
 - Adding an opportunity for our new 9th grade students
 - Develop a higher level of global competencies in our high school program
 - Offer the opportunity for students in our diverse community to be prepared to lead in their community
 - Show the community what's possible when we collaborate with school and community.
 - We value the lessons provided when we expose them to things outside of our school community. Expansion of the classroom.
 - The cost of this type of experience is more expensive than field lessons are for our younger grades
 - Want every student to participate regardless of ability to pay. DC trip is out of reach for many students and school cannot afford for all to go.
 - Campaign has the potential to expand if necessary
 - Pattern of overnight field lessons. Wanting to follow the logical pattern, 4,6, 8th. Trips are tied to standards and 9th grade trip is tied to mission statement.
 - Taken in the same year as ethnic studies and cultural studies - 2 years of social studies.
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- How will we address the problem?
 - Provide financial support so that all students can participate
 - Partnering with community to provide financial support
 - Kids who are raised in our diverse community will return with an awareness and be prepared to better support their community.

- How is this particular initiative contributing to our overall objective?
 - We are providing exposure for our students.
 - Global summit, not just a museum. Students will become Ambassadors for Natomas. Other schools and students will also be participating. Investing in Natomas.
 - Great core value alignment, STEWARDSHIP!
 - Aligned with curriculum, global history. Make it come full circle.
 - Will move Strat Plan for inclusivity and diversity forward.

- Why should a donor / partner get involved? Why should they support this initiative?



- Sponsoring a child ensures that one more student can have an experience that puts them on a trajectory to lead as global citizens.
- Improving one student's global perspective improves our community as a whole.
- Potentially sets off a chain reaction
- Corporate recognition
- Adopt a freshman - Corporations would be able to follow as they progress through high school
- Students would commit to providing hours as a give back to their community.

Who - Prospects and Targeted Partners

- Who are our most likely partners for this initiative?
 - Global corporations
 - Corporate partners who have a message of inclusivity and diversity
 - Amazon, Apple (Elk Grove), Google, college organizations - equity groups, sororities and fraternities
 - Chambers of Commerce
 - Local rotary clubs
 - Active 20/30 clubs
 - State Assembly ethnic centered caucuses
 - Local colleges, philanthropic arms
 - Businesses aligned with needs for the trip (hotels, transportation)
 - CCSA
 - Young, Minney & Corr
 - Architect and Design Firm
 - EDC SELPA
 - Current partners and vendors
 - Starbucks

<https://metrochamber.org/>

<https://sacblackchamber.org/>

<https://www.womenlawyers-sacramento.org/>

<http://abassacramento.com/>

<https://robasciotti.com/social-justice-investing/>

<http://www.saclegal.org/>

<https://portal.clubrunner.ca/9116>

<https://www.natomaschamber.org/>

<https://www.bigdayofgiving.org/>

- How will we contact these partners?
- Potential match partners
 - Donor days (Big Day of Giving) School partnered with WAVE would qualify.



The Plan

- Setup
 - Start and end date
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 - Fundraising goal - including stretch goal
 - Prefers per student approach over dollar amount
 - Have an “ask” for every conversation - \$260 per student
- Communications
 - Start with companies listed above, get contact information
 - Email
 - Personal calls/communication
 - Multiple touches before personal communication might be advantageous for some companies
 - Are there parent volunteers who might be able to help
 - For larger corporate presentations (Craig)
 - Social media
 - Westlake Weekly
 - Explorer Partners Website
 - Communications calendar
 - Marketing pieces
 - Having a piece for companies to include in their newsletters
 - Copy of the WCHS postcard
 - Milestones (additional to calendar)
 - Celebrations & recognition of sponsors

IX. AGENDA ITEMS

X. REFLECTIONS

HG - Fast but very productive meeting

AP - Wants homework for the next meeting, helps her to feel supportive.

JC - Nancy's pre work helped move us along. Amazing what happens when we are together.

JE - Discovered space bar/microphone trick. Loves the diversity of thought when this group is together.

AW - Nancy's prework

NKV - Thank you to the whole team for perspectives. Thanks to EB for bringing this project.

XI. ADJOURNMENT AT 6:35 PM



PUBLIC PARTICIPATION INSTRUCTIONS:

Based on guidance from the California Department of Public Health and the California Governor's Officer, in order to minimize the spread of the COVID 19 virus, please do the following:

You are strongly encouraged to observe the [live stream](#) of the Meeting by clicking the link or by phone at (US)+1 402-295-5398 **PIN:** 944 484 968#

If you choose not to observe the Meeting but wish to make a comment on a specific agenda item, please submit your comment via email by 5:00 p.m. on the day prior to the meeting. Please submit your comment to admin@westlakecharter.com. Your comment will be placed into the record at the Meeting.

If you are watching/listening to the live stream of the Meeting and wish to make either a general public comment or to comment on a specific agenda item as it is being heard, you may submit your comment, limited to 250 words or less, to admin@westlakecharter.com. Every effort will be made to read your comment into the record, but some comments may not be read due to time limitations. Comments received after an agenda item will be made part of the record if received prior to the end of the Meeting.