



BOARD OF DIRECTORS
WESTLAKE CHARTER SCHOOL
Development Committee Minutes
2680 Mabry Drive, Sacramento, CA 95835
November 1, 2017, 4:30 pm, Room G106

INSTRUCTIONS FOR PRESENTATIONS TO THE BOARD BY PARENTS AND CITIZENS The Westlake Charter School ("School") welcomes your participation at the School's Committee meetings. The purpose of a public meeting of the Board of Directors' Committee ("Board") is to conduct the affairs of the School in public. We are pleased that you are in attendance and hope that you will visit these meetings often. Your participation assures us of continuing community interest in our School. To assist you in the ease of speaking/participating in our meetings, the following guidelines are provided.

1. Agendas are available to all audience members at the door to the meeting.
2. "Request to Speak" forms are available to all audience members who wish to speak on any agenda items or under the general category of "Public Comments." All comments shall be limited to three (3) minutes per person..
3. "Public Comments" is set aside for members of the audience to raise issues that are not specifically on the agenda. However, due to public meeting laws, the Board can only listen to your issue, not respond or take action. The Board may give direction to staff to respond to your concern or you may be offered the option of returning with a citizen--requested item.
4. With regard to items that are on the agenda, you may specify that agenda item on your request form and you will be given an opportunity to speak when the Board discusses that item.
5. Members of the public may request that a topic related to school business be placed on a future agenda by making a request to the Board President. Once such an item is properly agendized and publicly noticed, the Board can respond, interact, and act upon the item.
6. In compliance with the Americans with Disabilities Act (ADA) and upon request, the Charter School may furnish reasonable auxiliary aids and services to qualified individuals with disabilities. Individuals who require appropriate alternative modification of the agenda in order to participate in Board meetings are invited to contact the Board President.

I. CALL TO ORDER 4:35 PM

II. ROLL CALL AND ESTABLISHMENT OF QUORUM:

Committee Member	Present	Absent
Nancy Kong-Vasquez (Chair)	X	
Allison Chavez	X	
Hope Gawlick (ex-officio member)	X	



III. CELEBRATIONS

NKV: It's November, Number of laps around the track for the mile

AC: School Community, specifically the teacher community, student in need of distraction coming together to help

HG: Fall Festival

JE: Halloween - ran into some 9th graders, former student celebrated all she knew and how prepared she was for high school. Sunshine Committee - did a great sunshine event

SK: Gym opening - exciting to have final piece done

IV. COMMITTEE UPDATES

HG: Charter Impact - Pieces of Strategic plan parsed out to members to review. Excited to look at common language. Not going to meet in November.

HG: Finance - Look to meet in December re: 1st Interim, Audit and MYP

HG: Governance - Next meeting will review Homeless Youth and Board Recruitment.

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.)

ITEMS SCHEDULED FOR REVIEW:

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 October 4, 2017 meeting

Motion:	HG	Action:	Approved
Second:	NKV	Vote:	2-1 (One abstention)
NKV		AC	HG
Y		A	Y

VII. Items Scheduled For Action

A. Review, approve and recommend adoption of Development Committee goals. - N.Kong-Vasquez



Motion:	AC	Action:	Approved
Second:	HG	Vote:	3-0
NKV			
Y		AC	
Y		Y	
HG			
Y			

NKV: Reviews Development Committee Goals handout. Slight adjustment to project plan re: implementing a project tracking system. Would like to try to meet/have a workshop to hold a workshop re: system. Project plan is aligned to our goals, and partnership through spring of next year.

HG: Comfortable with 2017-19 plan considering the other work that is taking place.

NKV: Agree with that; would like to have a solid goal done by end of this year

AC: Can move to beginning of next year?

JE: Ramp up to next August. Target to have some of this work done by July. Ambitious year ahead of us across many fronts.

NKV: Out of project plan, would move partner plan to July; partner system into this year as well. Perhaps the goal needs to be modified to reflect these adjustments.

JE: Map out and align list of potential partnerships. Line 12 identifies Partnership Reception. Invite partners to existing event. That's a great target for this team - target 20 potential partners to have in the room.

JE: Just to define: JAD - Joint Application Design; PTS - Partner tracking system;

NKV: JAD - What needs to be defined in a system, what should be included in the PTS - Mission, company size, etc.

JE: What is a WCS Ambassador?

NKV: Could be me, you, student, volunteer. Original intention was to identify prospects, send out partner packets, personalizing through follow-up.

JE: Thank you. This organizes lots of the thoughts we've had.

HG: Talk about training Ambassadors, as we reach out during Enrollment Outreach could we tie in.

NKV: Consistency factor with this as well. Standardized pitch to follow. If we are ok with the goals and elongating the project plan, I feel like I'm ok with that.

HG: For me, it allows for some breathing room.

NKV: Talked about the long-term strategic goals as well. Any questions or comments on the strategic goals?

JE: Reviews Mission Statement of Committee. Super mission aligned



VIII. DISCUSSION ITEMS

a. Review of potential partnership list

NKV: Last time reviewed large corporate, AC has local entities as well. Reviewed larger, and local, Kings, Crocker, and from meeting discussion last time we talked about those entities who are already partners with WCS (Children's Choice, AIM, etc.).

HG: Reviewed FB page as well as Natomas 5k Page for potential partners

NKV: Use this potential list then expanding upon it using other sources including Sac Business Journal. Tried to tie possible partnerships back to Core Values. Reality is that not every entity has a mission statement, but can still align to our organization. Opportunity to use our Core Values to open discussion

HG: Two I don't see are AIM and Angelique

JE: N Magazine

NKV: Anyone else?

JE: Would like to action staff to ask about trades who worked on this project.

Josh / Member of Public - What are you looking for in a partner?

NKV: Great question.

JE: Look back to mission statement. Looking to grow in ways we might not know. Send guest lecture, send someone from SMUD or Kaiser to give back. Looking for partners to help students grow, and it might come in a variety of ways.

Josh / Member of public - Ok. If play is to ask for check, you need to lay that out right away.

NKV: Find a way to partners to help our organization.

AC: Already have a number of partnerships - UC Davis

JE: CSU, Sacramento, William Jessup, and others.

HG: ExploreIT is another

JE: Make a Wish down the street. If they could come explain what they do that would be powerful. What if we could offer a Career Partner Night.

Josh / Member of Public - What do they get?

JE: Gratitude and thanks. Depends on who they are. Social media imprints, connection to our community. We are not asking anything specific, but any partner we engage in would be aligned to our work.

Josh / Member of Public - That would go a long way

JE: Do we create a list of how we express our gratitude

NKV: Becomes part of partners tracking system. PTS can be important to track last contact, follow-up, etc. Is there any other questions or comments?

AC: Kaiser, I don't see them on here? Could even tie to core value of the month. Bring them into an assembly or video

JE: I think it would behove us to document that answer - be clear about expectations and what we're trying to do.

HG: Leads nicely into next point.

b. Review of potential marketing materials first draft

NKV: Introduction video - who (we are), why (are we reaching out), and what (what does partnership mean). Feel that our first pass of partnership program will be most successful if local. Start with core then work out. Gives us ability to refine message. Then 'how' - what does the commitment look like, interest in some ideas.

JE: Wonder if it's we don't expect anything from you, but what you can expect. List of partnerships page, etc.

HG: Even if it's on a list who is connected to us

JE: Can send out analytics to partners. Maybe put name and logo on partner list. Maybe a survey piece that could go out on quick list that could be aligned.

AC: Don't make it time consuming for them.



NKV: Could be part of the conversation. What would an executive summary look like? Could we use the SARC; intro page. Tells about the school, volunteerism, and add components to it.

JE: Is looking at SARC elements now. Do agree that mission and vision is in there

NKV: Testimonials are important.

HG: Connecting to alumni

NKV: Getting alumni to provide stories. Looking at some of the attachments and other pieces that might go out in a partnership packet. Do we have a budget?

JE: It could be produced at the school level, part of outreach campaign. Could plan for it being an ongoing during budget development. Could be cross-over and used for enrollment recruitment.

IX. FUTURE AGENDA ITEMS

Partnership List

Review of Marketing Collateral

Review of Project Timeline

X. REFLECTIONS

Pluses

NKV: Amount of brainstorming

HG: Even though we're titled Development, we're looking for partnerships

AC: Ditto to JE

JE: Super structured

Minuses

NKV: Ditto to JE

HG: Work to do around sales aspect

AC: Not into baseball

JE: First pitch of WS has gone out

Deltas

NKV: Intention is to have focused meeting; don't want longer, but might have to

HG: What would be a better set up for meetings; time, length of meeting, etc.

AC: Late start

JE: Don't want a longer meeting, but like work

XI. ADJOURNMENT 5:45pm