



BOARD OF DIRECTORS
WESTLAKE CHARTER SCHOOL
Development Committee Minutes
2680 Mabry Drive, Sacramento, CA 95835
February 7, 2018, 4:30 pm, Library

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 4:37 PM

II. ROLL CALL AND ESTABLISHMENT OF QUORUM:

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



III. CELEBRATIONS

NKV - Science Fair rocked! Space, amazing kids, so much to see

HG - PGTSN

AC - Science collaboration on how to improve science fair

JE - PGTSN, Science Fair, EdCamp, My Princess & Me, Superbowl, such a great 7 days, Living Wax Museum

JC - ClassDojo had a really cool budgeting with beans for life skills, Need for food & shelter

IV. COMMITTEE UPDATES

Finance - working on teacher comp with the new financial reserve policy and the proposed state budget

Impact - using global as a way to get inclusivity

Gov - meets tomorrow

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.)

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 January 10, 2018 meeting

Motion:	AC	Action:	Approve the minutes	
Second:	JC	Vote:	Y - 3, Abstain - 1	
	NKV	AC	JC	HG
	Y	Y	Y	Abstain



VII. DISCUSSION ITEMS

A. Partnership Process Mapping Workshop

NKV - Recap: How are we going to bring on various components of the partnership?
Use Case Scenarios

- AC: Robotics company in Davis. Have had schools come out and look at their technology. Discussion regarding tours there, engineer speakers coming here.
- JE: What do we do after the visit to Company A? Just using #gratitude we could do a number of things.
 - Concept #1 - The Assumptive Close
 - Once a company agrees to post an advertisement share their logo on our #CommunityCollaboration page. Send vendor with a thank you with a link to the page. Then a 2nd letter with follow with analytics to the #CommunityCollaboration site.
 - Over time you host a multitude of partners. High schools from HS night, vendors from PGTSN IF, NUSD, NNTMA
 - Concept #2 The Exchange
 - Using the demonstrable power of #CommunityCollaboration to ask vendors for a donation of partial or full cost of the installation
 - Once vendor is on the list they follow the same process as Concept #1
 - Concept #3 The Explorer Family Business
 - As #CommunityCollaboration grows as parents to see if they can be a #CommunityCollaborator. Offer listing if they parents are allowed to volunteer during paid work times.
 - Once on the list they follow the same process as Concept #1.
- JC: Is there a little budget to provide a more formalized award/certificate of their partnership for advertising? More businesses have funds set aside due to the tax cuts that we should watch out for.
- JE: The page might list in order of time. It might also have \$ benchmarks. Because we aren't yet asking for money right now it is really about showing #gratitude. It may have a tie in to future endowment needs.
- NKV: N Magazine would make a good partner because:
 - Potential marketing partner providing coverage to WCS
 - Extensive network of contacts and businesses within NAtomas and beyond
 - Potential sponsorship opportunities
 - Existing relationship advertising space
 - Would fit the core value of #Stewardship
 - Personal pitch to N Magazine, invitations to WCS events and maintaining partnership
 - Showing #gratitude on #CommunityCollaboration for covering our events
- JE: Developing a #CommunityCollaboration Newsletter
 - JC: Imagine the flips of people looking for their kids
 - JE: Including N Magazine in the front office
- JE: These partnerships generate out of some need.
- JC: Tying to the curriculum is going on
- AC: PBL has a community aspect built into it
- NKV: Coldstone to see how ice cream is made
- JE: So many vendors we already have relationships we can build on. Masa Tacos, CapCUE. But is there a need to agree before putting on the #CommunityCollaboration page? Thank them for their help and then inquire about partnership opportunities. Maybe the newsletter asks them if they want to come out an event.
- JC: Tying in a collaborator form to the page so people can offer to come in to help while agreeing to respect the partnership
- JE: Everytime you give you move up on the page
- AC: More feasible because it is formally showing our #gratitude to those we already work with
- NKV: Just don't want to lose track of who it is so we need to track who we are saying thank you to. Outlining the process of showing #gratitude so that we can end up with a searchable database.



- JE: If you are listing on the #CommunityCollaboration page you need 4 things: 1) the name of the business, 2) a contact with contact info, 3) what their business is and 4) what they have the done with WCS.
- NKV: Data entry can simply be a google form that populates a sheet. A self populate option would be helpful - on #CommunityCollaboration Do you want to collaborate? Click here.
- JE: Annual banner with all the logos and pictures at a #gratitude function. Build and give examples of what the money is doing.
- JC: Setting aside funds for specific projects

Brainstorming Potential Development Partnership Processes

- NKV: Intention was to start looking at what the process looks like.

(Insert chart here)

- JE: Adjusting this to fit the #gratitude model. Showing #gratitude and then mapping the follow up. Would hopefully be cyclical in both the newsletter and then in how they come back in and saying thanks. There would also be one offs for current specific needs and then maybe specific capital campaign. But the "Start" is always #Gratitude.
- JC: Good that they have never been asked for anything.
- JE: After initial thank you ask them to submit a form that says you are good being on our website (here is what we ask of you to be on #CommunityCollaboration page) with the option to opt out. Then we include all the opt ins on the newsletter list. But who will create and send the #CommunityCollaboration newsletter. Build a template to crowdsource parent help in building the newsletter.
- JE: What we are doing? How can you help?
- AC: The partners will see things they can help with.
- JE: On the back end - what is the systematic way to ask our constituents (teachers, WAVE, etc) what they need? A timeline for this every year and a form for submitting requests. "We need you to fill this bucket of what you want so we can ask for what you need?"
- JE: It is amazing to think about all the things/swag, etc we can receive and distribute.
- AC/JC: The need for business to do community activities and tapping into that.

Initial plan steps

- Identifying and vetting potential partners
- Executing partnership agreement
 - Not necessarily legal but with relationship expectations
- Partnership onboarding
 - Is it inviting them to an event? Is it a formal introduction to the Board or the Committee?
- Annual partnership review
 - How do we maintain partnerships and ensure that there is a mutually beneficial relationship?

VIII. FUTURE AGENDA ITEMS

- Next meeting continues the process mapping process
- Review of websites of how #CommunityCollaboration plays out
 - What do you think this looks like
 - Generate a what do you wonder list about how this functions



IX. REFLECTIONS

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JE: Library location

AC: Focus on using gratitude

HG: Note taking

NKV: Chairs, Brainstorming of ideas, Appreciative of others thoughts

JC: Turned a huge corner in identifying what we want and how we can go about getting it

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JE: Making sure there is balance in collaboration

AC: No good morning with Nora

HG: Ideas I didn't chime up with because I was taking notes

NKV: Worried about things I didn't think of

JC: Wasn't prepared but it took a little time to get going

Delta:

NKV: Building something more flexible

JC: Reviewing ideas before the meeting

JE: Rewrite vision statement or something else that identifies what we turned the corner on tonight. Very clear purpose or statement about what we are trying to accomplish

AC: Being more prepared

HG: Ditto

X. ADJOURNMENT 5:49 PM