Governing Board, Special Meeting
Adopted Minutes

Date & Time  November 22, 2013, 8:00 a.m.
Meeting Place  Silver Springs High School
                140 Park Avenue
                Grass Valley, CA. 95945

A. CALL TO ORDER

The meeting was brought to order by the Board President Schwarz at 8:01 a.m.

B. ROLL CALL

The Board Secretary called the roll of members present:

Katy Schwarz, President: Present
Richard Baker, Vice President: Present
Wayne Klauser, Clerk: Absent
Jim Adams, Trustee: Present
Georgie Coulter, Trustee: Present

ADMIN PRESENT
Johnson

C. APPROVAL OF AGENDA

On a motion by Baker, seconded by Coulter the Board voted to approve the agenda items (4-0).

D. BOARD OF TRUSTEES WORKSHOP

1. Tour of District Campuses and Programs

The Board met with Principal Marty Mathisen for an overview of the program at Silver Springs High School. The Board visited a few of the classes in session and briefly toured the facility. The Board then traveled to Bear River High School and were presented with an overview their programs by Principal Jim Nieto. The Board observed some classes and collaboration time.

At 12 noon Jim Adams left the meeting.

Fund Development Consultants

Aimee Retzler and Erika Kosina, the Fund Development Consultants, presented a Mid-Project Report to the Board. Ms. Retzler reviewed a PowerPoint presentation of the project goals, methodology, performance indicators, and planning to date. They were hired in August of 2013 to work on four main issues: 1) the district losing students, 2] myths about Nevada Union discouraging prospective students, 3) lack of awareness of the breadth of offerings, and 4] insufficient funding. Their action plan will focus on creating district ambassadors (student, staff and families), improving the communities’ perception, gaining support for programs (funders), and working with alumni to support the school.

They have led and/or participated in: five learning tours with Dr. Johnson incorporating carousel sessions for input, three focus groups (two in South County and one here), interviewed 16 stakeholders, and been involved in some community/school meetings. They have reviewed what the district is doing now and they have visited other schools, including charters.


Results: what they have found as a result of their research

- Passionate educators
- Community lacks facts (there are many myths out there, especially about Nevada Union)
- Sites are separate, operating in silos – no common vision
- Huge opportunity to coordinate existing resources for community relations and fund development
- No effort to matriculate (actively enroll students)
- No clear articulation of curriculum from feeders to district
- Everyone wants more money, but diversity on how to spend it
- Staff sees current technology as barrier, not as tool

Community Relation Plan Goals:
1. Stabilize and increase student enrollment
2. Positive image of the district with all target audiences
3. Target audiences have a better understanding of the district’s offering

Fund Development Plan:
1. Establish a Fund Development Committee
2. Engage donors in our mission and programs
3. Establish an Alumni Network (donors and ambassadors)
4. Grow the individual donor pool
5. Grow sponsorships and affiliations
6. Build online Donations
7. Establish a culture of giving (5 year pledges)
8. Cultivate relationships with major donors

Four Key Performance Indicators:
1. increase student enrollment
2. improve community perception and raise awareness of offerings
3. Raise funds to support programing and community outreach efforts

They will also coordinate grant writing resources (including identify grants), establish a community relations team, obtain a wish list, improve the student bulletins, coordinate the media pipeline, work with social media, and assist with feeder school recruitment.

E. ADJOURNMENT

1. On a motion by Baker, seconded by Coulter, the Board voted to adjourn the meeting at 3:05 p.m. (3-0).

D. Pancik  
Administration Assistant

[Signatures]

Louise Johnson  
Secretary, Governing Board

Kayla Drennan  
President, Governing Board