

PLANNING AND DEVELOPMENT COMMITTEE

Meeting Minutes

September 4, 2018

(Meeting held telephonically)

Present: Mike Dyer, Board Vice President, Chair; Dawne Winn, Dobson Academy Principal; Gaye Leo, Hearn Academy Principal; Parker Galope, Director of Student Services; Mike Sobieski, Dobson Board Secretary; Connie Johnston, Board Coordinator; Amanda deNight, Val Vista Community Development Coordinator; Rome Williams, Dobson Community Development Coordinator
Board Candidates: Karah Gagnon, Tara Yesenski, Natalie McKenney

Absent: All in attendance.

Mike Dyer called the meeting to order at 6:33 p.m.

Topic	Discussion	Action/ Update
<p>1. Community Development Coordinator Updates</p>	<p>Amanda reported:</p> <ul style="list-style-type: none"> • 183 volunteer hours. Have gained 43 new volunteers for this school year. • Held their first Family Breakfast – Successful with 164 attendees • Continuing use of Google AdWords • Began new Google Ad Campaign w/Val Vista search pop ups • Running 3 campaigns from now through October on Facebook • Working to create a Tax Credit Drive • Gained 4 student volunteers from Campo Verde and 2 ASU interns • Meeting with Rome on social media marketing strategies <p>M. Dyer asked: How additional tours leveled out in August? Val Vista has 4th tour scheduled for tomorrow. Still conducting 1 or 2 per week</p> <p>M. Dyer: Really appreciate trying to use the downtime to work out any inquiries how we do the whole pre-enrollment (similar to Hearn). Encouraged to be proactive and talk to Gaye. Commitments to stay earlier, help to make gains on numbers. We’re getting better at it each round--reaching out to families for their next year plans.</p> <p>M. Dyer loved the fact Amanda’s report started out with volunteer hours. Hallmark of our schools will be community, efforts of parents and volunteers.</p> <p>M. Sobieski: Thank you so much for your efforts!</p>	

	<p>Rome reported:</p> <ul style="list-style-type: none"> • The first Health & Wellness expo is scheduled at Dobson Academy for September 22. Have secured 18 vendors. • Rome met with Dr. Winn re: tax credit campaign. Excited how it can help our school! • Accumulated 40 volunteer hours in the month of August. • Conducted tour and meeting with new Director of Engagement for Arizona Charter School Association. • Fingerprinted six parents this month. Good way to get to know the parents. • Partnering with the YMCA to host a Youth and Government afterschool program for middle school students. <p>M. Dyer asked if Rome is heading up volunteers on the Dobson Campus. Yes, and more parents are volunteering. It is important to meet with parents individually and stress how much value volunteering helps us as a school. Rome expressed how beneficial the one on one time with the parents has been. M. Dyer expressed that activities such as the Festival and Wellness Fair are excellent opportunities to obtain new volunteers, by stating we could use (a specific) number of volunteers to step up.</p> <p>Dawne reported Rome has been reaching out to the high schools, with the goal of having them present to our 8th graders and engaging the high school and their students to become interested in our schools.</p> <p>M. Dyer and M. Sobieski to Amanda and Rome. Thank you!! Your efforts are appreciated. Keep on going!</p>	
2. Fall Work Retreat	<p>New date confirmed for Retreat: Saturday, October 20, 2018</p> <ul style="list-style-type: none"> • A finalized Agenda has been sent out • There were no comments or discussion. 	
3. Appointment of New Board Members	<p>Mike has reached out to the Board Candidates to make sure any questions are answered, and if he has not yet gotten with, will finish up this week.</p> <ul style="list-style-type: none"> • Fingerprint Clearance is required. 	C. Johnston will send link to schedule appointment.
4. Increasing Board Membership	<ul style="list-style-type: none"> • A proposed Governing Boards spreadsheet was circulated. We are still figuring out potential slots and Board arrangements. 	

- M. Dyer gave a brief history of how the at-large category came to be. At large meant someone who did not necessarily meet the student/family requirement of the Board member (being a parent, relative, grandparent, guardian, alumni, etc.). It used to be a unified board before Department of Education (DOE) associated funding with Board membership.
- It was suggested consideration should be given as to how many years out is prudent for alumni associates. Attempt should be made to balance historical perspective with current flavor of the campus.
- Goal would be to have at least 3 of the 7 members have current students or school graduates from within the last 5 years.
- K. Gagnon suggested it would be optimal to have members with children of a different age spread. D. Winn thought it was a good idea, especially if we had some primary grade candidates.
- Attendees weighed in on optimum size of the Boards. M. Dyer and M. Sobieski like the 7 membership model, which afforded enough breadth and depth, without being too terribly crowded. It also gives diversity for split decisions.
- Future Board goal is to bring in a physician from the Mercy Gilbert hospital community.
- Would also like to push Hearn and Val Vista for another individual interested in Board candidacy.
- Quality candidates can also be slotted in as Campus candidates.

G. Leo wants to keep the number at 7. Expressed admiration for the spirit of the people who have been coming, and cautioned we can lose sight of perspective if Board is too large

M. Dyer expressed importance of maximizing the school relationships of the candidates and try to take advantage of that piece. We do not necessarily have to have the same number of members on each Board.

Dawne cautioned that both Dobson candidates evaluate their time commitments as they are both on key school committees. They are encouraged to consider if they could liaison between the Board to the Site Council or Safety Committee.

Staggered terms are really important for Board sustainability. New candidates, please do not be offended if you are assigned less than a 3 year term, as we begin the staggering process. You will have a choice to reassess, re up or resign at end of term.

FDR had nothing on / no loss of continuity

	<p>G. Leo commented that we very much appreciate the hard work of our “Founding Father,” and recommended infinite terms for M. Dyer and M. Sobieski!</p> <p>C. Johnston provided comments from A. Gilbert of a Board development product to be reviewed which will assist the Board with goal setting, measurement, accountability, and training. C. Johnston will send out a website link so folks may check it out. A short presentation will be given at the September 10 Board meeting.</p>	
<p>5. Next Committee Meeting Date</p>	<p>The next Planning and Development Committee meeting will be held: Tuesday, September 25, 2018 at 6:30 p.m. telephonically.</p>	

The Planning and Development Committee Meeting was adjourned at 7:30 p.m.

Meeting Minutes Submitted by: Connie Johnston, Board Coordinator 9/6/2018