



BOARD OF DIRECTORS MEETING

8:00 a.m. – Thursday, July 25, 2013

Lowndes, Drosdick, Doster, Kantor & Reed, P.A.

Host: Ormend Yielding & Debbie Clements

- Present:** Tobi Allen, Travis Blue, Debbie Clements, Suzan Coddington, Brenda de Treville, Alan Fidelo, Bill Gordon, Erick Kepfer, Ivan Lefkowitz, Joe Losch, Jim McIlrath, Jennifer Michaels, Kevin Noonan, Michelle Radcliffe, Rick Roach, Joyce Romano, Eddie Sanabria, Rich Sloane, Douglas Storer, Ormend Yielding
- Staff:** Cindy Williams, Twanna Scroggins, Jeanne Smith, Libby Lamm, Beth Conrad, Dan Calleja
- Absent:** Eric Dodson, Teresa Donaldson, Deni Gorden, Cathy Hertz, Eric Houston, Michael Ison, Latria Leak, Ryan Mahaffey, Tim Myers, George Novo, Josh Truitt, Jim Waters

Call to Order

Joe Losch thanked Ormend and Debbie for jointly hosting the meeting. He announced the grants received this summer: Duke Energy – \$50,000 for STEM teacher grants, Orlando Sentinel Family Fund – \$30,000 for Middle School Book Clubs and Bank of America – \$7,000 for AVID tutors.

Consent Agenda

Brenda DeTreville moved to accept the consent agenda; Eddie seconded the motion. It was approved as presented. Joe noted that Dr. Bill Gordon, Area Superintendent would be replacing Dr. James Lawson as the District representative on the Board. He also stated that CenturyLink's Rob Roache moved to Seattle and that he is appointing CenturyLink's Vice President and General Manager for Central Florida Eric Genrich to the board.

Golf Tournament Update

Doug Storer reminded the Board of the upcoming golf tournament on September 13th. It is a major fundraiser for the Foundation. He noted there has been a great response so far; however, we still need more foursomes and volunteers for the event.

Vision of FOCPS

Joe introduced Richard Ray, Corporate Training and Development Manager with SeaWorld Parks & Entertainment. Richard outlined the plan for the rest of the meeting. He said the board will discuss our past and evaluate whether we are being true to our mission. He passed out a form to all present asking the question "Why are we here?" He then showed a Ted Talk by Simon Sinek about how great leaders inspire action.

Richard then illustrated some points by using the concept of the Golden Circle. The inner most circle is the why, followed by the how and the last circle is the what. Your beliefs are what make the most difference.

*The group shared their responses to the question
"what drew you to the Foundation?"*

- Community
- Education
- Kids
- Helping

What keeps you here?

- Opportunities for Children
- Helping
- Making a Difference
- Our mission
- Teachers

How can you get others to believe? Board members shared their stories:

- Jenn Michaels said that the Foundation is a liaison between the community and the teachers. The teachers don't go out and seek funds on their own but the grants help them make a difference.
- Jim McIlrath said the Foundation brings the school system from good to great. All our programs help kids. We are the liaison.
- Eddie Sanabria talked about CFEFCU and its support of education. He mentioned his own story about his grandson and his struggles with autism and ADHD. He wants to be sure we support the teachers giving them the tools they need to help students.
- Libby Lamm gave a history of her initial contact with the Foundation. She believes in the literacy and grants programs we provide.
- Kevin Noonan spoke about his wife being a teacher and how she is always in need of supplies for the kids. He is very proud of the teacher grant program and how it is a great way to give back.
- Travis Blue spoke about Target's involvement in library makeovers in our schools. A teacher at one of the schools told him that so many other schools needed this kind of boost. Travis wanted to know what he could do and what Target could do to help. He discovered the Foundation was able to help all the schools as a liaison.

All of these stories are powerful because they are personal.

Strategic Plan Update

Cindy reviewed the strategic plan including data from 2011-2012 and 2012-2013. She interjected the report with quotes from some of our teachers and volunteers about their experiences with the Foundation. She reminded us that it is our responsibility to tell the story to the masses. A copy of the 2012-2013 outcomes is on the board portal.

Joe Losch discussed where the Foundation is headed in regards to the Strategic Plan for this school year:

- On track to serve 500 2nd graders and 200 1st graders through Read2Succeed.
- Received funding to expand to 15 middle schools for the Book Clubs.
- JP Morgan Chase is funding the High School Biology I teacher professional development this year and we have requests in Lockheed Martin to fund similar programs for Physical Science and Algebra I teachers.
- A task force and/or the executive committee will discuss the teacher grants program and how we want it to grow.
- Add two new committees: Board Development (Governance) and Resource Development.
- Create and implement a comprehensive communications plan to help us tell our story internally (to district staff and school personnel) and externally (to families, funders and potential investors).
- Challenge the board to add at least three new investors to the Foundation this year – for a PSP initiative, teacher grant program, or another program.

He then discussed his expectations of Board members.

- Attend a minimum of 4 out of 6 board meetings
- Actively serve on a committee
- Help in the development process (anything from connecting us to a potential donor to asking for a gift to thanking donors)
- Give personally at a meaningful level and influence your company to give
- Tell our story

Richard then shared a video about Johnny, a grocery store bagger who made a big difference in his own unique way.

Adjournment: Joe adjourned the meeting at 9:40 a.m.