Board of Directors Meeting
8:00 a.m., September 27, 2012
Lowndes, Drosdick, Kantor and Reed, P.A.

Host: Ormend Yeilding and Debbie Clements

Present: Jim McIlrath, Rosina McVicker, Kevin Noonan, George Novo, Michelle Radcliffe, Rick Roach, Rob Roache, Eddie Sanabria, Rich Sloane, Doug Storer, Josh Truitt, Jim Waters, Tesfa Wondemagegnehu, Ormend Yeilding, Travis Blue, Debbie Clements, Suzan Coddington, Brenda de Treville, Eric Dodson, Alan Fidelio, Ian Gesundheit, Eric Houston, James Lawson, Ivan Lefkowitz, Joe Losch

Guests: Michael Ison, Barbara Jenkins, Latria Leak, Kathy Palmer, Joyce Romano, Scott Bowman

Staff: Cindy Williams, Twanna Scroggins, Jeanne Smith

Excused: Ryan Mahaffey, Tim Myers, Leah Shepherd, Tobi Allen, Cathy Hertz

Via Phone: Deni Gorden

Call to Order
Eddie Sanabria convened the meeting at 8:05 am. He began by introducing the guests including Dr. Barbara Jenkins and Kathy Palmer. He thanked Debbie Clements and Ormend Yielding for hosting the meeting.

Superintendent Barbara Jenkins
Dr. Jenkins began by congratulating our organization on our recent successful golf tournament. She explained that Orange County Public Schools is an urban school district. It is the 10th largest district in the country serving 181,000 students. OCPS employs approximately 23,000 people making it the second largest employer in Central Florida. The transportation system is larger than Lynx. The operating budget is nearly 2.5 billion dollars.

The OCPS student body ranges from the critically disabled to the intellectually brilliant. Nearly 12% of our student population has exceptional needs. There are more than 160 languages and dialects spoken in our schools. Over 20% of students speak a language other than English as their primary language. 64% of our students qualify for free and reduced lunch. There are more than 5,000 families with children in our district who are homeless.

Dr. Jenkins outlined her goal is to be the top district for student success. The mission is to lead students to success with the support of families and the community. She indicating engaging faith communities as one way to have the community involved in the success of the students using St. Luke's partnership with Mollie Ray and Pineloch as an example.

There are five major goals Dr. Jenkins is committed to bringing about in OCPS

1. Increase student achievement
2. Invest in teachers
3. Provide a safe learning and teaching environment
4. Operate efficiently
5. Create sustainable community engagement
Dr. Jenkins answered questions from the Board regarding technology, substitute teachers, advertising on buses and state funding.

**Consent Agenda**
Eddie asked the board for a motion to accept the consent agenda as presented. Jim McIlrath made the motion to accept the consent agenda and Joe Losch seconded the motion.

**Finance Committee Update**
Joe Losch presented the audit report. He noted there was one minor change changing $95,000 from restricted to non-restricted. We are in a strong cash position having on hand approximately $950,000. Doug Storer made a motion to accept the audit report and Ivan Lefkowitz seconded the motion. The audit was approved by unanimous consent.

**Communication Committee Update**
Scott Bowman, Vice President, Client Relations at Sarah Brady Public Relations, Inc. gave a presentation on our organization's purpose statement and our crisis communication plan. He began by passing out a card with our purpose statement on one side and instructions in case of a crisis on the other side. He asked each board member to thoughtfully consider their own “Foundation story” to use along with the purpose statement when communicating to others about the Foundation. If you do not have a story, then consider volunteering through one of our programs such as Teach In or Read2Succeed.

Scott also discussed the recently drafted crisis communication plan. He outlined what constitutes a crisis and what is merely an inconvenience. The final crisis communication plan will be presented to the Executive Committee for their review and approval. The Executive Committee and members of the Communication Committee will be trained on the final plan. He encouraged all members of the Board to not speak to the media but instead to direct any media inquiry to Cindy Williams or to Eddie Sanabria immediately.

Debbie Clements commented and said the crisis communication plan can be considered an insurance policy of sorts. Suzan Coddington reiterated that our purpose statement really comes alive with a personal story. She encouraged each Board member to seek out experiences with the Foundation that can foster these kinds of stories. Eddie shared his own story about his grandson and how appreciative he was of the services his grandson received through OCPS.

**Philanthropic Strategic Plan**
Alan Fidelo reviewed the Philanthropic Strategic Plan started with the FOCPS Strategic Planning effort in January 2011 as part of the Engagement Committee. OCPS School Board passed a resolution on November 8, 2011 and the FOCPS Board passed the resolution on November 17, 2011. It reads, “The Foundation for OCPS (“Foundation”) is a valued partner to the Board in facilitating the goals and objectives of the Board; The OCPS Board recognizes that the establishment of a strategic plan for its philanthropic efforts is desirable to increase the level of local community and corporate support of OCPS educational initiatives; and The OCPS Board and the Foundation wish to establish a process and framework for developing a philanthropic strategic plan and for the screening and approval of funding requests within the philanthropic strategic plan.”

PSP Committee Members from FOCPS are Cindy Williams, Eddie Sanabria, Jr., James McIlrath, Doug Storer and Alan Fidelo. The Superintendent Appointees are Bill Gordon-Area Director, Mark Hunt-Director Career & Tech Ed, Dale Kelly-Sr. Director Mgmt & Budget, Libba Lyons-Executive Director, Race to the Top, Bridget Williams-Associate Superintendent Special Student Support.

It was noted that the PSP does not replace PTA and the items they fund, does not solicit sports or school event sponsorships or Partners in Education, does compete or solicit money for district wide events (Teach and Support Persons of the year type events) or any other school-based fundraising
The Goals of the PSP

- Central process to determine systemic initiatives to reach all or multiple schools to improve student success in education
- Comprehensive plan for large corporate and philanthropic investments through single ask
- FOCPS (Business) and OCPS (Education) working together as unified partners

Outcomes from PSP

- Setup concept papers
- Review concept papers for business case
- Develop written plan
- Introduce PSP to community
- Build infrastructure to support PSP
- Raise the money to create SIGNIFICANT IMPACT!

Concept Papers Review Summary

- 20 total concept papers reviewed in detail
- Evaluated with rubric used by OCPS for grants and funding modified to fit concept papers
- Narrowed list to 9 concept papers to include in initial PSP
- Superintendent and her team will review again and validate all programs in PSP to ensure “buy in” and critical support

Concept Papers to be included in PSP:

- Alternative to Suspension
- City Year
- College & Career Readiness
- Digital Divide
- Full Day Pre-K
- Nurses in Schools
- Literacy Programs
- STEM
- Reading Tutors for the Lowest Performers

PSP Staff & Admin Support

- Philanthropic Development Director to be hired
- Director will be funded by OCPS and report to the Associate Superintendent, Research, Accountability and Grants
- Director will work closely with FOCPS
- Director will assist with creating and implementing plan for rollout of PSP (Launch Event), processes and systems to ensure success

Expected launch event to the community will take place in February or March of 2013. The OCPS Marketing and PR department will assist with the planning of this event. OCPS staff are currently compiling an invitation list of potential funding partners (suggestions welcome).

Projected impact for FOCPS

Existing programs such as Read2Succeed, Middle School Morning Book Clubs, Teacher Grants and Teach-In will roll into PSP as funding mechanism. We will continue with fund raising events such as Fore Our Schools and Orange County Top Talent to support costs of FOCPS.

There should not be any more programs being added to FOCPS. The plan should become self-sustaining from cost perspective and fund resources needed. The PSP allows us to get to a single ask mentality and to get processes and systems in place to properly funnel requests and resources.
Alan encouraged all the Board members to get involved in some way and to stay informed about the PSP as it develops. He also encouraged the Board to spread the word and to look for partnership opportunities.

Chairman’s Comments
Eddie thanked the group for their participation and noted that the next board meeting will be November 29, at University of Central Florida.

Adjournment
The meeting adjourned at 9:30 a.m.

Respectfully submitted,

Cindy Williams
Executive Director