Call to Order
Cathy Hertz called the meeting to order at 11:38 a.m. She announced the resignation of Michelle Radcliffe from the Board and stated that Amy Mulford, CFO of the Orlando Economic Development Council will be fulfilling the balance of her term. Additionally, Tobi Allen has resigned from the board. In their absence, Cathy thanked Michelle and Tobi for their service. There are now 27 members on the board.

Cathy recognized Bryan Long and Wells Fargo for featuring FOCPS in their full page, inside front cover ad in Orlando Magazine's recent private school issue. She also reminded the Board to work on their thank you notes to donors to the Coach Pennington Endowed Fund.

Consent Agenda
Cathy asked for a motion to accept the consent agenda. Alan Fidelo made the motion, seconded by Kristine Iannuzzi and the motion was passed unanimously.

OCPS Program Presentation
Cathy introduced Dr. Michael Armbruster, OCPS Career & Technical Education Senior Executive Director. His career includes teaching in career and technical education and he also served 13 years as a high school principal at Ocoee, University and West Orange High Schools.

OCPS does a great job preparing our students for college and CTE focuses on getting students ready for high paying high skill jobs. Students are no longer forced to take a track of either college bound or technical education. There are more and more ways to meld the two through dual enrollment.

At Mid-Florida Tech, they will be launching a new program similar to Full Sail but with a cost of only $6,000. This program is connected to the National Center of Simulation. Pam Gould shared the story of her son's educational path taking advantage of the career and technical education which
made him a more successful and engaged student. Dr. Armbruster shared his own story and the story of his mother-in-law as examples of the importance of CTE.

Enrollment is increasing. There are strong GED, ESOL and adult education programs and OCPS CTE is changing lives through education. Currently, there are 15-20,000 students taking advantage of CTE programs.

**Resource Development Committee Update**

Sherry Magee and co-chair Pam Gould shared the status of the Resource Development Committee which began its work last year. There is a three-prong approach:

1. Preserve current donors
2. Harvest new donors interested in public education in order to identify major gifts
3. Identify and engage OCPS alumni in order to build the database which will occur mainly through the upcoming 145th Anniversary Celebration.

Pam thanked Cindy and her team for all their hard work in getting all the data located in one place. The Board will now need to identify connections from the Board to current donors so we can properly thank them. Those who are missing must also be identified. Another tactic to be used will be educate key influencers about the importance of public education. We will be hosting events throughout the year. Alumni will be encouraged to share the impact public education has made on their lives. Board giving is also a key component of the committee’s strategy.

**Communications Committee Update**

Cathy called upon Theresa Donaldson to unveil the work of the committee. Theresa reminded the group of the work of last year’s brand summit and spoke about the process. She then shared the thoughts behind the branding and displayed the visual concepts which highlight the words, public education. FOCPS supports student success!

Theresa reminded the group that the brand pyramid is an internal tool that will help us remain consistent with our message. These tools will help us increase awareness, assist us in repositioning ourselves and keep us consistent with the look and message of the District.

The tag line is “Joined for Success” and will be used when appropriate on our materials. The creative team also created a consistent look for the FOPCS programs. Theresa reminded the Board that the comprehensive strategic communications plan is available on the portal.

**Executive Director’s Report**

Cindy began her presentation by thanking Amy Mulford for encouraging her to reintroduce the financial dashboard. Below are some of the key notes:

- Lower number of grants at this time but not by a significant percentage
- Assured the Board we are not spending money we do not have on hand
- Reviewed unrestricted dollars
- Noted that Board gifts are up
- Investment income is down
- The golf tournament was a huge win this year
- Administrative fees will need to increase and Cindy has a plan in place to make that happen

Cindy also noted that the PSP update is included in the Board folder. April 9th is the date for the annual PSP update event.

May 15th is the date for the 145th Anniversary Hall of Fame event.
The Coach Pennington Endowed Fund has surpassed $202,000. A thank you event will be held at a future date at Evan’s High School. There will be alumni coming from out of state to attend.

The FOCPS business manager position has been posted and we are moving forward in order to hire someone as soon as possible.

The Finance Committee has approved a program to support the payment of student application fees approved by guidance counselors supporting the program.

**Teacher Grants Video Contest Update**
Jenn Michaels updated the Board about the new teacher grants video contest. This contest will allow educators in action. It will also allow our funders to see the grants being utilized.

**Adjournment:** Cathy Hertz adjourned the meeting at 12:50 p.m.