BOARD OF DIRECTORS MEETING
11:30 a.m. – Wednesday, March 18, 2015
Ron Blocker Educational Leadership Center

Present:  Debbie Clements, Angel de la Portilla, Teresa Donaldson, Alan Fidelo, Deni Gorden, Cathy Hertz, Kristine Iannuzzi, Latria Leak, Ivan Lefkowitz, Bryan Long, Sherry Magee, Jim McIlrath, Jennifer Michaels, Joyce Romano, Eddie Sanabria, Rich Sloane, Lisa Willis, Ormond Yielding

Staff: Cindy Williams, Twanna Scroggins, Jeanne Smith

Guests: Richard Collins, Mary Chance

Absent: Brenda de Treville, Lillian Gonzalez, Bill Gordon, Pam Gould, Eric Houston, Michael Ison, Eric Kepfer, Joe Losch, Ryan Mahaffey, Amy Mulford

Call to Order
Cathy Hertz called the meeting to order at 11:36 a.m. She introduced guests, Rick Collins, Chief Financial Officer for OCPS and Mary Chance, Executive Director for the Consortium of Florida Education Foundations. She reminded the Board that the cards they were working on at the meeting would be going to legislators thanking them for the matching dollars available to our organization through the Consortium.

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

OCPS Presentation
Cathy introduced Rick Collins, CFO for OCPS. Rick updated the Board on the status of the government’s impact on OCPS funding. The impact on OCPS’ operating budget has a positive impact with a 3.3% increase in student funding. While less than 2008 levels it is an increase year over year. However, this might not be as great a benefit because there are also estimates of approximately 7,000 additional students next year state wide.

Legislative budget issues are expected because of a 1 billion dollar shortfall due to LIP (Low Income Pool). This shortfall is causing conflicts in the budgeting process.

Rick also spoke to the Board about the special millage uses. In 2013-2014 the monies were used to preserve academic programs, arts, athletics, student activities and highly qualified teachers. There could be additional money coming from this source in the future.

Sales tax revenue is used for capital expenditures. The revenue begins in January 2016 and is estimated to generate over $2 billion over 10 years. This supplements two other primary sources, the capital improvement tax and the educational impact fee on residential construction. These funds aid
OCPS as they complete the school renovation list from previous sale tax program, continue renovation of schools not on the original list, assist in construction of relief schools, assist in providing technology upgrades in all schools and provides a capital renewal reserve. The sales tax also allowed the creation of capital acceleration projects. These projects include four modular school replacements, one new elementary school in the west and an additional school in the east, onsite relief for the MetroWest area and three K-8 schools to be located in Audubon Park area, Lake Como area, and the Pershing area.

Overall, the governor's budget should have a positive impact on OCPS.

Cathy, along with the Board, thanked Rick for his presentation.

**Consortium of the Florida Education Foundations (CFEF) Overview**

Mary Chance, Executive Director of CFEF, was introduced by Cathy and proceeded to give an overview of the organization. The CFEF is a 501.c.3 organization and is comprised of 59 of the 65 county school districts’ education foundations. The mission of CFEF is to advance student achievement in Florida through member local education foundations by increasing the capacity and resources in partnership with key stakeholders. Collectively, CFEF has endowments in excess of 19 million and total assets of 127.8 million.

CFEF is the entity that receives revenues from the License for Learning license plate. It is also the recipient of the state matching grants provided by the State of Florida. This allows CFEF to provide $1 for $1 matching grants to education foundation for local private sector investments. In 2014-2015 $4.5 million dollars in matching funds supports 153 projects in 57 school districts. Since 2000, over 30 million dollars has been appropriated from the state.

FOCPS is a significant participant within CFEF with Cindy Williams being a voting member of the organization. FOCPS should be receiving $10,000 at a minimum with additional funds becoming available in the 2nd round of funding. Mary complimented Cindy for her willingness to be an active member of the organization.

Additionally, CFEF promotes private sector sponsorships with companies such as Century Link, AT&T, Motorola and more. These partnerships have created opportunities for equitable grants and competitive grants over the years. CFEF also has created an affinity program with Amscot. Amscot created their “Just a Dollar” campaign to benefit local education. 95% of funds raised go back to the area in which it was raised.

Cumulatively, FOCPS has received $2,087,647 through the Consortium.

Mary invited our Board members to participate in the Education Works Forum Policy Dialog with a Q&A session with State Leaders. There is also a quarterly membership meeting in Tampa June 9-10, which is the “Annual Education & Philanthropy Summit.”

As Board members you are invited to access the resource library and attend the professional development webinars.

Mary shared her thoughts on our Board. She said our Board has a solid committee structure and 89% of members from the private sector which is a good indicator of success. Nearly three quarters of our revenue is from local donors and sources which is positive. Our programs are relevant and have strong outcomes. There is great diversity in our matching grant program and the PSP shows great effort at coordination at the District level.
Mary gave a brief description of nearby Foundations:

- **Seminole**
  - 63,877 students
  - $3.2 million dollars raised in 2012-2013
  - 100% Board participation in fundraising
  - Strong relationship with the District

- **Osceola**
  - 58,581 students
  - $1.36 million dollars raised in 2012-2013
  - Manages charter schools

- **Pinellas**
  - 102,985 students
  - $6.4 million dollars raised in 2012-2013
  - Large endowment
  - Home of Enterprise Village
  - Strong career education and drop-out prevention
  - Founder of education foundations

Mary handed out a sheet explaining potential foundation to district relationships. Our relationship is considered semi-autonomous to the district.

There are six “C” functions that an Education Foundation can provide:

- **Checkbook**
  - Rewards, recognition and refreshment

- **Champion**
  - Celebrating excellence

- **Connector**
  - Facilitating resources

- **Convener**
  - Bringing stakeholders together

- **Catalyst**
  - Sparking innovation

- **Critical Friend**
  - Focusing on issues

Mary suggested creating the story of the organization for posterity.

Cathy, along with the Board, thanked Mary for her presentation.

**Resource Development Committee Update**
Sherry Magee shared the status of the Resource Development Committee which began its work last year. She reminded the group about the committee’s 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.

Sherry said our goal is to model joyful giving. The handwritten thank you notes are essential to that strategy. The board will be asked to report on their progress at each meeting in the future. Sherry
also reviewed the importance of board giving. She passed around an envelope with a coded report so that board members could privately see their status and level of giving.

Sherry indicated that sponsorship opportunities will be available for the upcoming Hall of Fame event in May. And, she reminded everyone that the PSP annual breakfast was coming up on April 9th.

Sherry asked Lisa Willis to speak about an opportunity with the Solar Bears and the great fund raising ideas that came from that meeting. This was an excellent example of how to take initiative as a board member.

**Executive Director’s Report**
Cindy began her presentation by giving the board an update on the Read2Succeed program which has had a great year but it is just shy of the goal to serve 1,000 students. The Middle School Book Clubs have 14 clubs in 12 schools. Both programs are doing well as they near the end of the year. Teacher Grants have been given to 55 schools this year. The oversized checks seemed to go over well. A total of $92,000 was distributed this school year. EA Sports is a new program prospect. There will be more information to come regarding that potential program. Also, Lockheed Martin has announced a $2 million, multi-year grant to support the expansion of college and career-focused science, technology, engineering and mathematics (STEM) programs for all OCPS schools.

Cindy also mentioned that the engagement aspect of our strategic plan has been completed. The board will need to consider new objectives.

The school funds continue to grow.

**Communications Committee Update**
Cathy called upon Theresa Donaldson to give a brand update. The brand has been publicly launched as of this week. There will be an email sent to key audience members as well as a media announcement. Brand standards will be created and templates for power point presentations and word documents will be loaded to the board portal.

**2015-2016 Operating Budget**
Cathy introduced the 2015-2016 operating budget. Currently there is a $12,000 projected shortfall. The final budget will be put forth in May. Cathy noted that FOCPS is the founding sponsor of the OCPS Hall of Fame event. It is a $50,000 commitment. Cathy asked for a motion to accept spending the $50,000. Joe Losch approved the motion with a second from Kristine Iannuzzi and then unanimously approved. Debbie Clements inquired as to the lawfulness of using Foundation dollars for sponsorships. Sherry Magee asked for careful evaluation of this investment. Deni Gorden suggested inviting representatives from the legislature to attend the event.

**Adjournment:** Cathy Hertz adjourned the meeting at 1:11 p.m.