BOARD OF DIRECTORS MEETING
11:30 a.m. – Wednesday, September 24, 2014
Ron Blocker Educational Leadership Center

Present: Angel de la Portilla, Teresa Donaldson, Alan Fidelo, Deni Gorden, Kristine Iannuzzi, Michael Ison, Eric Kepfer, Ivan Lefkowitz, Joe Losch, Sherry Magee, Ryan Mahaffey, Jim McIlrath, Jennifer Michaels, Joyce Romano, Eddie Sanabria, Rich Sloane, Jim Waters, Lisa Willis, Ormend Yielding

Staff: Cindy Williams, Twanna Scroggins, Francine Ferrarra, Jeanne Smith

Guests: Debi Pedrozza, Pam Gould

Absent: Tobi Allen, Debbie Clements, Brenda de Treville, Lillian Gonzalez, Bill Gordon, Cathy Hertz, Eric Houston, Latria Leak, Bryan Long, Michelle Radcliffe

Call to Order
Ormend Yielding called the meeting to order at 11:40 a.m. He announced that The Foundation is receiving $100,000 gift from Jon Marshall to create the Coach Pennington Scholarship Fund for Evans High School. Special thanks to Pam Gould and Russ Salerno for identifying the donor and facilitating the gift. He reminded the Board that if they took teacher grants to deliver them by the end of the month and to be mindful of the paperwork enclosed in the packets.

Ormend gave an update on the 15th Annual Tobias Harris Fore Our Schools Golf Tournament. It was a tremendous success. The Tournament grossed $175,000 and netted about $123,000. There were 244 players and 300 people for the luncheon. He thanked Eric Houston and his committee for their amazing work.

It was announced that the District is the co-winner for the Broad Prize. This was a huge honor in recognition of the advancements the District has made in improving student academic performance and college readiness. The county received $500,000 in scholarships for this year’s seniors. There will be a full page ad in the OBJ this Friday congratulating the district. Ormend thanked Teresa Donaldson and Fry Hammond Barr for writing and designing the ad. Pam Gould noted that this year, after 74 site visits there were only two finalists.

Ormend reminded the group to turn in their conflict of interest forms as soon as possible.

Consent Agenda
Ormend presented the consent agenda which consisted of last meeting’s board minutes, Executive, Finance, Golf and PSP Committee Reports and August Financials. He also noted Dr. Gordon’s appointment to the PSP Committee.

He called for approval, and the consent agenda was unanimously passed.
Executive Director Update
Cindy reviewed the accomplishments of last year:
• 1st full year with NBC Securities – investments income was $120,396 (12% return)
• Changed audit firms – hired CliftonLarsonAllen
• Added 11 new district and school funds, raising $909,508
• Donated $818,710 in Take Stock Scholarships to Valencia Foundation
• Purchased new data base (Donor Perfect)
• Created District & School Fund Policy & Procedure Manual and Accounting Procedures

She also reviewed the outcomes for program under each of the Foundation’s four goals (Literacies First, Learning Support, Quality Teaching and Engagement).

Literacies First
Read2Succeed
• 2nd grade fluency: 97% overall average improvement of students’ adjusted reading fluency scores from FAIR AP I to AP III; served 526 2nd graders at 42 schools and 194 wait list
• 1st grade vocabulary: 60% of students in target range for 1st grade; served 336 1st graders at 45 schools and 333 on wait list
• Total contact hours 10,432 – including our reading assistants

Middle School Book Clubs
• 12 schools ran 19 clubs serving 170 students
• 57% achieve level 3 or above on FCAT reading
• Of the students not earning a level 3 or higher, 36% made learning gains

Achieve 3000 (Lee Middle School and Edgewater High School)
• 15% middle school and 12% high school students earned a level 3 or higher on the FCAT Reading
• Of the students not earning a level 3 or higher, 60% of the middle school students, 38% of the 9th graders and 46% of the 10th graders made learning gains

Learning Support
Teacher Grants
• $188,000 awarded in grants (goal $200,000)
• 87 schools received grants
• 29 new schools (did not receive a grant in the prior year)
• 32 schools had three or more teachers receive grants
• New categories: “STEM Partnerships” funded by Duke Energy and “Teachers & Technology” funded by CenturyLink

Quality Teaching
High School Biology
• 11 schools (11 teachers)
• Classification & Immunology
• 73% students earned 3+ on EOC

Middle School Physical Science
• 20 schools (25 teachers)
• 55% students tested “on target” (compared to 48% last year)
**Engagement/District Support Programs**

**Access to STEM**
- 125 kindergarten teachers received training and materials for Bridge to STEM
- Engineering is Elementary lesson for 3rd grade classes at 8 TIF schools
- Hello Florida Field Trip Fund established

**City Year – Catalina ES**
- 15 out of 38 (39%) finished school on track in math
- 8 out of 33 (24%) students finished school on track in ELA

**Board Survey**

Deni Gorden presented the 2013-2014 Board Survey results.

The 2014 survey covered 7 categories including Foundation overall evaluation, Board Member engagement, Programs Committees, Foundation financial evaluation, Communications and the Foundation Executive Director. She then reviewed the historical contents of the survey.

In 2012, 79% of the Board supported the direction of the organization and in 2013 that percentage increased to 96%. In the 2014 survey, the average rating across all categories and all statements was 5.7, indicating broad, general agreement. Board Members generally agreed FOCPS is healthy, diverse, focused and tracks programs and progress well. Although all responding Board Members agreed FOCPS is “headed in the right direction” with an average rating of 6.3: 17% disagree that the FOCPS and District relationship is positive and healthy and 17% disagree that the FOCPS focus and direction should continue as-is. In regards to Board member engagement it was noted that the average Board meeting attendance was 4 out of 6 but this number varied greatly by Board member. Committee participation became focused this past year on fewer committees, with almost all Board members on 1 or 2 committees. And, personal financial contributions increased in 2014.

Some of the suggestions from the survey is to increase Board member participation, engagement and active networking (ie Board socials). Increase Board diversity of skills, background, industry segment and ethnicity and geographic locations. Continue to improve the Foundation’s relationship with District and with School Board members. Keep the Board informed on the Foundation fundraising strategy, further discuss the future of the Orange County Top Talent event and across the organization review opportunities to increase effectiveness, structure. Other suggestions included the following:

- Create a Board directory with photos
- Create an alumni Board directory
- Create an emeritus group to keep past board chairs (and members) involved
- Create a Board mentor program matching directors with more experience with two or three 1st term directors
- Send Dr. Jenkins and her senior leadership an annual update on Foundation activities in support of District
- Meet quarterly with school board members to give updates and maintain relationships
- Use Linked-In groups/Friends of the Foundation
- Create a virtual internship for a student to manage social media for the Foundation

Deni then briefly reviewed the goals for the various Foundation committees. She also volunteered to host the first Board Social at her home in October.
Ormend thanked Deni for all her efforts on the project and then reviewed this year’s objectives outlined for each committee with all the data Deni reported in mind:

**Executive Committee**
- Investigate ways to keep retiring directors engaged in the Foundation’s work
- Lead board in setting Foundation’s direction for the next three years

**Resource Development**
- Create fundraising plan (present to full board in January)
- Execute fundraising plan with board participation

**Communications**
- Create communications plan, including branding and updated or new logo (present to full board in January)
- Create budget including professional photography for collateral materials, letterhead, envelopes, note cards and folders

**Governance Committee**
- Plan and execute ways to increase board engagement (and help board members get to know each other)
- Help identify and cultivate board candidates
- Hold exit interviews with directors rotating off the board

**Finance Committee**
- Complete the Gift Acceptance Policy for approval by the full board
- Create a spending policy
- Set guidelines for endowed and non-endowed scholarships

**Golf Tournament Committee**
- Raise $150,000 or more gross; net a minimum of $120,000

**Framework for Giving**
Franny Ferrara, Grant Writer for the Foundation, gave a presentation to the Board on our framework for giving. She stressed that we need to match our outcomes with funders’ priorities. We need to promote institutional giving, take advantage of the opportunity to raise funds through the state’s license for learning tags and to take a hard look at acquiring sponsorship dollars as well as charitable dollars.

Franny spoke about individual donors and what connections we have to make to encourage giving. They must have an affinity for our organization. She also encouraged Board giving because it offers potential donors the ability to see how committed and confident our leadership is in the organization. She recommends a minimum contribution that will supply a steady unrestricted revenue stream to the organization.

Cultivation events were suggested as another tactic. These can be brief meetings of ten people or so that will hear information about the organization. Some will be interested and some will not but all will continue to be informed about the organization over time.

Building stewardship is the key to giving. We must cultivate those who already give, thank them properly and provide them with additional information. E-newsletters are a great way to do this. Also, e-giving is a great way to give donors an opportunity to give.

Franny also recommended that the Foundation needs to lay the groundwork for planned giving.
Century Link allows work place giving and employees can designate an agency. Walt Disney World matches gifts as well. Donors should also be contacted during the end of the year tax planning.

Additional Comments:
Ormend pointed out that the Board giving goal is 100%. He also encouraged each of the Board members to call each other and get to know each other better. Have lunch or a quick coffee to establish a relationship.

Jenn Michaels spoke about an opportunity for Board members to participate in Florida Disability Employment Awareness Month during the month of October. Applications were distributed and she asked the Board to consider being a mentor for a day.

Pam reminded the group that important voting regarding the millage rates occurs in November. There is a power point available with more information.

Adjournment: The meeting ended at 1:05 p.m.