APPROVED

CASA ACADEMY

Minutes

Strategic Planning Session

Date and Time
Saturday October 24, 2020 at 9:00 AM

Location
Join Zoom Meeting
https://us02web.zoom.us/j/85450891736?pwd=aVAzdGk3TkZwbUZTRmxoWmV6aHYwdz09
Meeting ID: 854 5089 1736
Passcode: 208764
One tap mobile
+13462487799,,85450891736# US (Houston)
+16699006833,,85450891736# US (San Jose)
Dial by your location
+1 346 248 7799 US (Houston)
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Meeting ID: 854 5089 1736
Find your local number: https://us02web.zoom.us/u/kbijkn8rsC

Due to COVID-19, all CASA Academy Board and committee meetings will take place via Zoom or conference call for the time being. Zoom/conference call information will be posted in the location section of the meeting notice/agenda. Per A.R.S. § 38-431.02, notice of meetings for CASA Academy and any of its committees will be posted on this website. Notices will also be posted in the front office of CASA Academy (8123 N 35th Ave. Suite B-2, Phoenix, AZ 85051), which is open from 8:00 am to 4:00 pm, Monday through Friday.

Trustees Present
D. Brown, E. Hunt (remote), G. Collier (remote), K. Holmes (remote), M. Campillo (remote), M. Major (remote), M. Tucker (remote), S. Brown (remote), T. Wee (remote), W. Cho (remote)

Trustees Absent

E. Gould

Trustees who arrived after the meeting opened
D. Brown

Ex Officio Members Present
T. Clayton Cundy (remote)

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

M. Tucker called a meeting of the board of trustees of CASA ACADEMY to order on Saturday Oct 24, 2020 at 9:09 AM.

II. Strategic Planning

A. Strategic Meeting Overview

Mr. Tucker gave an overview of the strategic meeting, the process, and goals that the Board can support in connection with CASA's 2025 vision.

B. CASA's Mission and Perspective

Ms. Clayton gave a presentation on CASA's mission, recapping the history of the school and goals moving forward. A Pre-K through 8th grade school will provide a continuum for CASA scholars in their formative years and set them up for success beyond CASA. A welcoming facility and loving, long-term teachers are valuable and important to CASA. Slow growth (i.e. one grade level per year) of CASA will allow us to do things right. The CASA 2025 vision is that CASA will serve Pre-K through 8th grade by 2025.

Ms. Clayton gave an overview of the strategic goals of the 2019-2020 school year, which focused on (1) facilities and finance objectives and (2) marketing and fundraising objectives; and the progress towards those goals.

C. Brain Storming of ideas

Mr. Tucker led a discussion regarding the Board's opportunities to support CASA over the next 5 years.
D. Brown arrived.

D. Break

The Board took a 10 minute break.

E. Finalization of Directives and Priorities

The Board discussed the ideas from the brainstorm and narrowed it down to the top 4 priorities. The Board discussed having each committee create/organize key performance indicators for that committee and utilize those KPIs in updates to the Board. The Board discussed creative fundraising and increasing fundraising goals and how to meet those goals.

F. Group Breakout

The Board split up into two groups to discuss: (1) Pre-K program and (2) more locations.

G. Group Presentations

The Board reconvened to discuss what was brainstormed in the breakout groups regarding adding a pre-k program and more locations.

H. Closing Comments

Mr. Tucker made closing comments summarizing the meeting. Next steps: committees to address priorities in their respective committees; eventually put together new time line for new committees around pre-k program and new locations; continue discussions regarding the same in board meetings and put together milestones and KPIs.

III. Closing Items

A. Adjourn Meeting

E. Hunt made a motion to adjourn the meeting.
W. Cho seconded the motion.
The board **VOTED** unanimously to approve the motion.

Roll Call

E. Hunt	Aye
M. Tucker	Aye
W. Cho	Aye
D. Brown	Aye
K. Holmes	Aye
S. Brown	Aye
E. Gould	Absent
M. Campillo	Aye
G. Collier	Aye
T. Wee	Aye
M. Major	Aye

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 12:42 PM.

Respectfully Submitted,
M. Tucker