

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)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Germantown)

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 (remote), 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)

**Non Voting 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**

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