



## The Anchor School

### Minutes

#### Community Engagement Committee Meeting

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**Date and Time**

Monday May 13, 2024 at 8:00 PM

**Location**

Join Zoom Meeting

<https://us02web.zoom.us/j/2958476785>

Meeting ID: 295 847 6785

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One tap mobile

+16469313860,,2958476785# US

+13017158592,,2958476785# US (Washington DC)

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Dial by your location

- +1 646 931 3860 US
  - +1 301 715 8592 US (Washington DC)
  - +1 305 224 1968 US
  - +1 309 205 3325 US
  - +1 312 626 6799 US (Chicago)
  - +1 646 558 8656 US (New York)
  - +1 253 205 0468 US
  - +1 253 215 8782 US (Tacoma)
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- +1 346 248 7799 US (Houston)
- +1 360 209 5623 US
- +1 386 347 5053 US
- +1 507 473 4847 US
- +1 564 217 2000 US
- +1 669 444 9171 US
- +1 669 900 9128 US (San Jose)
- +1 689 278 1000 US
- +1 719 359 4580 US

Meeting ID: 295 847 6785

Find your local number: <https://us02web.zoom.us/j/keJyf1CKm2>

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### **Committee Members Present**

J. Burton (remote)

### **Committee Members Absent**

E. Desprez Isbell

### **Guests Present**

D. Grissom (remote), V. Thompson (remote)

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## **I. Opening Items**

### **A. Record Attendance**

### **B. Call the Meeting to Order**

J. Burton called a meeting of the Community Engagement & Advancement (Ad-hoc) Committee of The Anchor School to order on Monday May 13, 2024 at 8:46 PM.

### **C. Approve Minutes**

No minutes to approve - first CE committee meeting

## **II. Community Engagement Committee**

### **A. Review of May Calendar Items**

- Discuss enrollment from a community engagement lens
  - **marketing/enrollment support from the board:**

- **(1) In June we will support with a Phoneathon** - The staff leaves voicemails when they make call during the middle of the day so the board could help with phoneathon. Kynea will provide: script/talking points and will assign all interested board members. By (June 30) July 1, the committee will complete all phone calls to which we are assigned.
  - **(2) In July we will start our 1 year strategic planning for digital communications/outreach and giving:** we will start building our long term marketing/outreach (geotags on social media/digital media/google ads). Vanecia to possibly join meetings with Flylight starting in July.
- Initial brainstorm for annual community events calendar (needs to be strategic, measurable and impactful)
  - **Upcoming Calendar:**
    - 2 showcase dates:
      - May 27 - onsite showcase
      - June 3 - offsite showcase
      - June 7 - Student award event
  - **Jaz will update the CE Link for staff so that there is a dropdown on the form - letting them know about the location**
- Initial brainstorm for fundraising strategy and giving calendar
  - **June Reflection:**
    - Staff/student lead Readathon - \$2500+ raised
    - Board fundraiser - \$900 raised
    - **Board fundraiser reflection:**
      - Didn't have to pay for venue and food (Commerce Club)
      - Half of those who bought tickets showed up
    - **Learnings:**
      - There is a need for a TAS Fundraising policy - what types of event and what's allowed and not
      - Didn't roll out the marketing until they made sure they were not breaking any laws or funding sources
  - **Next Steps:**
    - Beginning in July, CE Committee is working with Gregg on developing a fundraising strategy for the next year/policy (dos and donts) -
      - How might we activate parents? staff? students? board? to work in collective for TAS fundraising?
    - Beginning in July, CE Committee w create a joint calendar/form or something to combine student/teacher/board fundraising efforts

- Proposal for board fundraising goals
  - **Discussion for the board retreat:** how might we increase accountability, transparency, and reach our goal as board?
  - Idea for future community engagement and fundraising strategy: **Invite the managers/supervisor of the local businesses to host a discussion so they can get to know the Anchor School.**

### III. Other Business

#### A. Discuss CE Committee Best Practices from Morgan

Light discussions with Gregg from Cobalt (see notes above)

### IV. Closing Items

#### A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 8:53 PM.

Respectfully Submitted,  
J. Burton

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**The Anchor School** is a village of educators, families, and community members that partners with 6th through 12th-grade students\* who are developing the knowledge, skills, and confidence they need to thrive in school and beyond. Through our commitment to excellent instruction, community partnerships, and holistic student development, we cultivate anchors that build a more just and equitable future.

*\*In August 2022, the SCSC authorized TAS as a GA Charter School with approval to enroll students who will be in the 6th grade in the fall of 2023.*