



# Voices for International Business and Education

## Development Committee Meeting

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### Date and Time

Wednesday March 8, 2023 at 5:30 PM CST

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Voices for International Business and Education [http://public.boardontrack.com/VIBE\\_1](http://public.boardontrack.com/VIBE_1)

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### Agenda

#### I. Opening Items

- A. Record Attendance
- B. Call the Meeting to Order
- C. Approve Minutes

#### II. Development

- A. The Gala
- B. Grant Update
- C. Public Relations
- D. Alumni

#### III. Other Business

**A. Ambassadors**

- Seven seniors trained as ambassadors and will participate in several upcoming events

**B. Recruitment**

**C. Commencement**

**D. Broadcast Center**

**IV. Closing Items**

**A. Adjourn Meeting**

# Coversheet

## Record Attendance

<b>Section:</b>	I. Opening Items
<b>Item:</b>	A. Record Attendance
<b>Purpose:</b>	FYI
<b>Submitted by:</b>	
<b>Related Material:</b>	Development Mtg Agenda 3-8-23.pdf

## VIBE Development Committee Meeting

Weds, March 8, 2023 @5:30-6:00 p.m.

### GalaGal

- Gala will be held Saturday, April 22 from 6:30-9:30
- The location will be The Building (1427 Oretha Castle Haley Blvd)
- Street LYFE band is booked for \$1,000
- Sponsor sheet is complete with levels ranging from \$500-\$5000
- Schulkens to schedule several rounds of ambassadors for door to door soliciting
- Some board signed up for committees, still waiting for other board members
- Need IT to finish gala webpage before we can start selling tickets

### Ambassadors

- Seven seniors trained as ambassadors and will participate in several upcoming events

### Recruitment

- Schools and students will be notified of matches by March 31
- next round will be “open enrollment” and will start in June. We are considering an Open House in June.
- The 2022-2023 school year’s marketing plan for recruitment included Google ads, Facebook targeted ads, Tick Tock ads, Saigon Vietnamese magazine, VivaNola Hispanic magazine, and New Orleans Newsletter (10,000 plus subscribers).

### Grant update **(This section needs to be updated by Dr. Berger)**

- We received a denial from Booth Bricker but were encouraged to re-submit. We re-submitted this month (EL software programs and materials).
- We received a check from Pro Bono Politico (\$13,000 toward Achieve 3000 literacy software).
- We applied for an Entergy micro-grant (\$835 for IB books)
- We applied for Farm to School planning grant (\$15,510)
- Selley (sell-e) Foundation update – NO Public Schools is requiring an architect drawing of our plans to convert space to a media room. Operations is securing an Architect. Greater New Orleans Foundation (which administers the Selley grant) has allowed us to extend the time we can spend the funding until June 1.

## Alumni

- Database is complete, and Alumni page is up on the website
- Eblast to all alumni emails directing them to link to fill out

## Public Relations

- DDD- interviewed Dr. Berger for a full length feature story and photos for the March 10<sup>th</sup> DDD newsletters
- Dance Squad participated in Pygmalion Mardi Gras parade Friday, February 10
- New Hires- submitted to business publications
- Reader Rankings-Voting opens April 6-30<sup>th</sup>
- NOCHI-seniors luncheon at culinary school-Photo opp
- Upcoming PR opps
  - 1) Int Women Day 3/24
  - 2) Honor society 3/28
  - 3) Arabic Fest 4/28
  - 4) International Day 5/12
  - 5) Golden Apple Award

## Commencement

- DDD President Davon Barbour will deliver the commencement address on 5/24

## Broadcast Center

- Awaiting architect plans
- Partnership with WDSU

## Public Comment

# Coversheet

## Approve Minutes

<b>Section:</b>	I. Opening Items
<b>Item:</b>	C. Approve Minutes
<b>Purpose:</b>	Approve Minutes
<b>Submitted by:</b>	
<b>Related Material:</b>	2023_01_30_development_committee_meeting_minutes.pdf



# Voices for International Business and Education

## Minutes

### Development Committee Meeting

January 2023

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#### **Date and Time**

Monday January 30, 2023 at 5:30 PM

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Voices for International Business and Education [http://public.boardontrack.com/VIBE\\_1](http://public.boardontrack.com/VIBE_1)

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#### **Committee Members Present**

D. Barnes, P. Manson

#### **Committee Members Absent**

*None*

#### **Guests Present**

A. Berger, F. McKenna, J. Lampton, S. Lenahan, S. Schulkens,  
[percymanson@gulfbank.com](mailto:percymanson@gulfbank.com)

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### **I. Opening Items**

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

P. Manson called a meeting of the Development Committee of Voices for International Business and Education to order on Monday Jan 30, 2023 at 5:33 PM.

#### **B. Record Attendance and Guests**

#### **C. Approve October 2022 Minutes**

D. Barnes made a motion to approve the minutes from VIBE Development Committee Meeting on 10-10-22.

P. Manson seconded the motion.

The committee **VOTED** unanimously to approve the motion.

## **II. Developing our Development Committee**

### **A. Goals for Development Committee**

Goals for Development Committee

- . Identify and implement Fundraising activities
- Identifying Marketing and Advertising strategies to secure new students
- Update and expand the Donor Database and outreach

## **III. Topics to Discuss**

### **A. Recruitment**

Recruitment NCAP closed Friday, January 20, and will not have a second round but will have open enrollment starting in June. March 31 when matches go out. We participated in the most 8th grader Open Houses in our school's history. The marketing plan included Google Ads, Facebook targeted ads, Tic Tock, Saigon Vietnamese magazine, VivaNola Hispanic magazine, New Orleans Agenda newsletter (10,000 subscribers).

### **B. Grant Update**

- Grant Update Denial from Booth Bricker Foundation (we re-submitted last week). We were awarded a Pro Bono Politico grant (\$13,000 toward Achieve 3000 literacy software). Applied for Entergy micro-grant (\$835 for IB books), Farm to School (\$15,510 for planning grant). Selley Foundation - The school system is requiring an Architect drawing before construction can begin. Operations is securing an Architect. Greater New Orleans Foundation has granted us a no-cost extension to spend the funding until June 1.

### **C. Gala**

- Gala date is set for April 22 from 6:30 PM-9:30 PM. Gala Committee looking at three possible sites.

### **D. Children's Hospital Holiday Parade**

- Children's Hospital Holiday Parade IHSNO cheerleaders walked/performed and five students and two staff rode the IHSNO float and passed out IHSNO holiday beads. The event was attended by 10,000 plus and seen by many more on television.

### **E. Alumni Update**



- Alumni Update The database and letter are complete. Waiting on IT to complete a webpage with the Google document submitted.

#### **F. Public Relations**

Public Relations Fox 8 news story on IHSNO preparation and celebration of our French Heritage Festival. 28 social media posts in the month of December. Telemundo Town Hall – Five of our best and brightest attended a recording of a town hall on racial harmony in the Hispanic Community. Three of our students were interviewed by Telemundo and featured on Telemundo New Orleans News. Made connection to Kellogg Foundation. Three coaches were in City Business.

#### **G. Upcoming Board Participation Opportunities**

- Upcoming board participation opportunities Gala committee opportunities and Pygmalion Mardi Gras parade (Saturday, February 11 line-up at 5:00 PM).
- Public Comment

### **IV. Closing Items**

#### **A. Adjourn Meeting**

D. Barnes made a motion to adjourn the meeting.  
P. Manson seconded the motion.  
The committee **VOTED** unanimously to approve the motion.