



Voices for International Business and Education

Minutes

Development Committee Meeting

January 2023

Date and Time

Monday January 30, 2023 at 5:30 PM

Voices for International Business and Education http://public.boardontrack.com/VIBE_1

Committee Members Present

D. Barnes, P. Manson

Committee Members Absent

None

Guests Present

A. Berger, F. McKenna, J. Lampton, S. Lenahan, S. Schulken,
percymanson@gulfbank.com

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.