

## 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