



The GLOBE Academy

Board of Directors Meeting

Date and Time

Monday August 31, 2020 at 7:00 PM EDT

Location

Register in advance for this webinar:

https://us02web.zoom.us/webinar/register/WN_BP0gpNfmR-G8Y-pKUXK5og

After registering, you will receive a confirmation email containing information about joining the webinar.

Notice of this meeting was posted at both campuses and on the GLOBE website in accordance with O.C.G.A. § 50-14-1.

Special note: This meeting was conducted remotely, due to the declared national and state public health emergencies in response to the novel coronavirus known as COVID-19.

Agenda

	Purpose	Presenter	Time
I. Opening Items			7:00 PM
Opening Items			
A. Record Attendance and Guests	Discuss	Ryan Hudak	
B. Call the Meeting to Order		Ryan Hudak	
C. Vision, Mission and Core Values	Discuss	Ryan Hudak	5 m
Vision: To develop globally minded citizens who have the knowledge, skills, and attitudes to effect positive change in our world.			
Mission: The GLOBE Academy fosters Global Learning Opportunities through Balanced Education for children of all backgrounds. With a focus on dual-language immersion, an experiential-learning model, and a constructivist approach, GLOBE inspires students to be high- performing lifelong learners equipped to make a positive impact in the world.			
Core Values: The GLOBE Academy's core values are expressed in the acronym, CREST: Community, Respect, Empathy, Sustainability and Trust. These values are expected of the governing board, faculty, staff, parents, and students. They are woven into daily life at GLOBE and incorporated into the curriculum.			
<ul style="list-style-type: none">• Community: We are inclusive, and we nurture and support one another.• Respect: We treat ourselves and each other with kindness and dignity.• Empathy: We strive to understand and share the feelings of others.• Sustainability: We aim to conserve our resources for optimal use in the present and future.• Trust: We are committed to honesty, transparency, and respectfully sharing our thoughts and encouraging others to do the same.			

II. Public Comment **7:05 PM**

A. Public Comment	FYI	Ryan Hudak	5 m
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Please note: Each speaker may speak for up to two minutes. Speakers are cautioned from making comments that involve an individual staff member, a personnel action, a student disciplinary matter, a complaint about an individual student or any pending legal matter for which The GLOBE is engaged. Speakers are asked to state their remarks in a courteous manner. As a matter of protocol, Board members will not respond to public comments.

III. Consent Agenda **7:10 PM**

A. Approve Agenda	Vote	Ryan Hudak	5 m
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B. Approve Minutes	Approve Minutes	Ryan Hudak	5 m
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Approve minutes for Board of Directors Meeting on July 27, 2020

IV. PTCC Report **7:20 PM**

A. PTCC Report	FYI		5 m
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V. Administration and Committee Reports **7:25 PM**

A. Executive Director's Report	Discuss	Christi Elliott-Earby	5 m
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B. Finance Committee Report	Discuss	Luis Pacheco	5 m
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C. Development Committee Report	Discuss	Meghann Adams	5 m
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D. Academic Committee Report	Discuss	Drew Reynolds	5 m
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E. Communications Committee Report	Discuss	Jonathan Clues	5 m
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F. Strategic Planning Committee Report	Discuss	Katie Monroe	5 m
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G. Diversity Committee Report	Discuss	Monique Hudson	5 m
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H. Executive Director Evaluation and Support Committee Report	Discuss	Ryan Hudak	5 m
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I. Facilities Committee Report	Discuss	Ryan Hudak	5 m
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J. Governance Committee Report	Discuss	Aba Rogers	5 m
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VI. Old Business**VII. New Business** **8:15 PM**

A. Tentative Calendars of Board and Committee Meetings	Discuss	Ryan Hudak	5 m
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VIII. Closing Items **8:20 PM**

A. Adjourn Meeting	Vote	Ryan Hudak	
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Cover Sheet

Approve Minutes

Section: III. Consent Agenda
Item: B. Approve Minutes
Purpose: Approve Minutes
Submitted by:
Related Material: Minutes for Board of Directors Meeting on July 27, 2020

DRAFT



The GLOBE Academy

Minutes

Board of Directors Meeting

Date and Time

Monday July 27, 2020 at 7:00 PM

Location

Register in advance for this webinar:

https://us02web.zoom.us/webinar/register/WN_bEocL6qySZ2bc_JZF4m6YQ

Notice of this meeting was posted at both campuses and on the GLOBE website in accordance with O.C.G.A. § 50-14-1.

Special note: This meeting was conducted remotely, due to the declared national and state public health emergencies in response to the novel coronavirus known as COVID-19.

Directors Present

A. Patel (remote), A. Rogers (remote), C. White (remote), D. Reynolds (remote), J. Clues (remote), K. Monroe (remote), L. Pacheco (remote), M. Adams (remote), M. Hudson (remote), R. Hudak (remote)

Directors Absent

None

Directors Arrived Late

C. White

Guests Present

A. Weakley (remote), Amy Sue Mann, Anna Holbrook, C. Elliott-Earby (remote), C. STEVENS (remote), Christina Steiner, D. Clayton-Purvis (remote), J. Limor (remote), Jen Parker, K. Holder (remote), Katrice Mines, Kelly O'Neill-Exley, L. Hancock (remote), L. Hertz (remote), Lauren Christiansen-Lindquist, Lauren Korzan, M. Huit (remote), Megan Brown, Mira Williams, Priti Fisher, Sahirah Wade, Tramaine Quarterman, Vilma Villalobos

I. Opening Items

A. Record Attendance and Guests

B. Call the Meeting to Order

R. Hudak called a meeting of the board of directors of The GLOBE Academy to order on Monday Jul 27, 2020 @ 7:04 PM at

Register in advance for this webinar:

https://us02web.zoom.us/webinar/register/WN_bEocL6qySZ2bc_JZF4m6YQ

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C. Vision, Mission and Core Values

Vision, Mission and Core Values were read by board members.

II. Public Comment

A. Public Comment

There were no public comments.

III. Consent Agenda

A. Approve Agenda

The agenda and minutes were approved by consent without objection.

B. Approve Minutes

A. Rogers made a motion to approve the minutes from Board of Directors Meeting on 06-29-20.

A. Patel seconded the motion.

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

IV. PTCC Report

A. PTCC Report

A formal report was included in the agenda packet. The oral report was given by Laura Hancock.

V. Administration and Committee Reports

A. Academic Committee Report

A formal report was included in the agenda packet. The committee's next meeting is scheduled for 8/13 at 10 a.m.

B. Communications Committee Report

A formal report was included in the agenda packet. The committee's next meeting is scheduled for 8/14 at 10 a.m.

C. Development Committee Report

A formal report was included in the agenda packet. Meghann amended the timeline on bringing the Fund Development Plan to the Board for consideration from the end of July, as indicated in her report, to August. The committee's next meeting is scheduled for 8/18 at 7:30 p.m.

D. Diversity Committee Report

There was no formal report this month. The committee is awaiting the update from the DEI vendor.

E. Executive Director Evaluation and Support Committee Report

There was no formal report this month. Committee met to have Christi's end-of-year review.

F. Facilities Committee Report

There was no formal report this month.

G. Finance Committee Report

A formal presentation was included in the agenda packet.

Luis made a motion to amend the FY19-20 budget. Motion seconded by Drew. **Motion approved by all present.**

Drew made a motion to approve \$175K for the purchase of iPads and Chromebooks. Motion seconded by Anita. **Motion approved by all present.**

H. Governance Committee Report

There was no formal report this month. Feedback has been received from outside counsel on the staff handbook. Karen and Christi will discuss the feedback.

Aba made a motion to approved the amended bylaws. Motion seconded by Monique. **Motion approved by all present.**

C. White arrived late.

I. Strategic Planning Committee Report

A formal report was included in the agenda packet.

J. Executive Director's Report

A formal report was included in the agenda packet.

Meghann made a motion to approve the 2020-21 school calendar. Motion seconded by Chip. **Motion approved by all present.**

VI. New Business

A. Committees

Ryan requested committee chairs to look at the committee rosters on BoardOnTrack to true up those rosters so they are up-to-date.

B. Board Meeting Calendar

Ryan indicated that he has compiled a Board meeting calendar for the year, but he will share it with Christi first to ensure that none of the dates interfere with previously scheduled school events. The next Board meeting will be at 8/31 at 7 p.m.

C. Board Member: Anita Patel

Anita informed the Board that she is officially resigning from the Board, due to her increased duties on her job. She thanked the school's leadership, staff and Board members. Anita indicated she will bring her expertise to the pandemic committee. Ryan thanked Anita for her service on the Board and her significant contributions to The GLOBE community.

Chip made a motion to accept Anita's resignation from the Board, effective July 28, 2020. Motion seconded by Aba. **Motion approved by all present.**

VII. Executive Session

A. To discuss a legal matter.

Motion made by Luis to move to executive session to discuss a legal matter. Motion seconded by Anita. **Motion approved by all present.** Moved to executive session at 8:46 p.m. Motion to leave executive session made by Chip. Motion seconded by Luis. Motion approved by all present. Returned from executive session and meeting called back to order at 9:16 p.m

VIII. Closing Items

A. Adjourn Meeting

The next scheduled meeting is set for August 31, 2020 at 7 p.m.

K. Monroe made a motion to adjourn the meeting.

L. Pacheco seconded the motion.

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

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 9:16 PM.

Respectfully Submitted,
K. Holder

Documents used during the meeting

- 2020.07.27 PTCC Report.pdf
- 2020.07.27 Academic Committee Report.pdf
- 2020.07.27 Communications Committee Report.pdf
- 2020.07.27 Development Committee Report.pdf
- 2020.07.27 Finance Committee Report.pptx
- Globe Revised Bylaws 2020.pdf
- 2020.07.27 Strategic Planning Committee Report.pdf
- 2020.07.27 Executive Director's Report.pdf
- GLOBE 2020-21 Calendar.pdf

Cover Sheet

PTCC Report

Section: IV. PTCC Report
Item: A. PTCC Report
Purpose: FYI
Submitted by:
Related Material: 2020.08.31 PTCC Report.pdf



PTCC MONTHLY REPORT

August 31, 2020

PTCC Goals

Increase PTCC
Volunteerism

2020-2021 event
planning in virtual
environment while
continuing to create and
support our community

Enhance accessibility of
PTCC events for all
GLOBE families.

Support teachers and
admin for a successful
distance learning
environment

Establish a collaborative
effort with the GLOBE
board

Open Positions

Open co-lead positions: Fundraising (1) & GAP (1)

Spirit Night co-lead - Email: fundraising.globeacademy@gmail.com

Need Room Parents for many classes -

Email: classpac.globeacademy@gmail.com

PTCC Budget

Finalizing the budget, with goal to present to school in September for comments and approval.

PTCC Speaker Series

Florie Glusman - August 13th with 83 attendees!

Sandra Daniel - Date TBD - Learning Language Virtually

Drew Reynolds - Date TBD - Expectations from Virtual Learning

Ashley Witeczek, Ashley Church, Scott Lawrence - Date TBD - Social and Emotional Challenges with COVID and with Virtual Learning

Upper Campus Scoreboard

Scoreboard is ready to order and will arrive shortly after.

Lower Campus Teacher Lounge Renovation

Facilities PAC has been coordinating with Jerry Ross for renovations.

Spirit Wear Update

Spirit Wear Store Open! 2020/2021 shirt features our virtual learning Ollie!

School Orientation

In the process of reaching out to those who volunteered for events this calendar year.

Upcoming Events

Ice Cream Social - early September - date TBD

Hopstix Spirit Night - September 22

Matthew's Cafeteria Spirit Night - October TBD



Cover Sheet

Executive Director's Report

Section: V. Administration and Committee Reports
Item: A. Executive Director's Report
Purpose: Discuss
Submitted by:
Related Material: 2020.08.31 Executive Director's Report.pdf



Executive Director Report 8/31/20

Updates

Professional Learning: DEI training for our whole staff (8 hours) and Eureka Math training for our lead teachers in Elementary (6 hours). GADII, Georgia’s Dual Language Immersion conference (virtually) was attended Saturday by many of our staff.

All technology is finally here for students during virtual learning. We still have devices for check out if students need a device. Insurance must be purchased in order to check one out. We have assistance available for any family that is in need to cover the insurance.

Reentry Review Taskforce: We will begin putting this team together in mid September. We had a little of 15 parents apply to be on this task force. It will be made up of parents, board members, and staff. Drew, Katie, and Anita will be the board members and will work with me as we put this team together. The task force will bring updates and recommendations for the board approval of the reentry plan.

Digital Learning

We have a week and a half under our belt now. We have found things that occurred that we could not have predicted until we started in this opening. We are constantly evaluating where we are and how we can improve and remove obstacles. Thank you for jumping into this year with us as we begin to do school in this way.

Enrollment

Enrollment for 20/21 school year:

K	144	# 68 on K list out of 435
1	144	#17 on 1st waitlist out of 206
2	144	#4 Spanish, #2 French, #1Mandarin)
3	142	#2 Spanish, end of list French, end of list Mandarin
4	118	

5	105	
6	96	#21 on 6th grade out of 119
7	95	
8	91	
Total	1077	

Cover Sheet

Finance Committee Report

Section: V. Administration and Committee Reports
Item: B. Finance Committee Report
Purpose: Discuss
Submitted by:
Related Material: FY2020-21 The GLOBE Academy Budget.xlsx

Cover Sheet

Development Committee Report

Section: V. Administration and Committee Reports
Item: C. Development Committee Report
Purpose: Discuss
Submitted by:
Related Material: 2020-2021 GLOBE Academy Development Plan.pdf
2020.08.18 DevelopmentCommittee Report.pdf



Fund Development Plan

FY 2020-2021

Created: July 2020

Board Approved: **XXXXXX**

Main Contact:

Meghann M. Adams, GPC

Board of Directors, Development Committee Chair

madams@theglobeacademy.net

About The GLOBE Academy

Purpose of GLOBE's Fund Development Plan

With the participation of The GLOBE Academy's Board of Directors, Executive Director administration staff, faculty and volunteers, the following plan serves as a guide for development initiatives through June 30, 2021. It is intended that this plan is assessed, revised, and updated on an annual basis. This plan supports GLOBE's Strategic Plan and Charter, and as changes are made to those documents, this Fund Development Plan will also be updated to reflect those revisions.

Vision

To develop globally minded citizens who have the knowledge, skills, and attitudes to effect positive change in our world.

Mission

The GLOBE Academy fosters Global Learning Opportunities through Balanced Education for children of all backgrounds. With a focus on dual-language immersion, an experiential-learning model and a constructivist approach, GLOBE inspires students to be high-performing lifelong learners equipped to make a positive impact in the world.

Core Values

The GLOBE Academy's core values are expressed in the acronym, **CREST: Community, Respect, Empathy, Sustainability and Trust**. These values are expected of the governing board, faculty, staff, parents, and students. They are woven into daily life at GLOBE and incorporated into the curriculum.

Unique Value Proposition

Studies show that two-way language learning gives children a variety of economic, cultural, cognitive, and psychosocial advantages. Students of the Dual Language Immersion Model: (1) achieve higher proficiency in the second language than traditional foreign language instruction; (2) perform as well as or better than English-only students on standardized tests in English; and (3) are more aware of and generally show more positive attitudes towards other cultures.

Multi-Year Fund Development Goals

1. Maintain a strong fundraising program through targeted cultivation and stewardship of donors, active recruitment and retention of volunteers, and better use of the Board committees and Parent Teacher Community Council (PTCC).
2. Embrace and celebrate philanthropy at GLOBE by educating all constituents about ways to give and the importance of annual giving and the school's fundraisers.
3. Explore creative, alternative methods to increase revenue in the era of COVID-19.

Overall Fund Development Goal FY 20-21:

\$300,000

Components of the Fund Development Plan

1. Annual Fund		\$158,500
Major Gifts/Individuals	\$26,000	
Board Giving	\$3,000	
One-time Donations	\$50,000	
Recurring Donations	\$45,000	
Corporate Giving/Sponsorships	\$20,000	
General Operating Support Grants	\$8,500	
Miscellaneous Donations/Income	\$6,000	
2. School-led Fundraising Events		\$141,500
GLOBE Trot Fun Run Event	\$130,000	
Square 1 Art	\$4,000	
GLOBE Rocks Charity Concert	\$6,500	

Fundraising Expenses

Expense	Amount	Notes
Services	\$2,000	Donor software/database management monthly subscription
Design	\$8,000	One-time fee to develop donor database
Printing	\$1,000	Donor solicitation/recognition letters, recognition banners, sponsorship packets
Postage	\$200	For donor and prospect relations
GLOBE Trot	\$6,900	Dojiggy annual subscription, raffle prizes, donor incentives, marketing materials, supplies, postage
GLOBE Rocks	\$4,000	Band, t-shirts, marketing materials, supplies, postage
TOTAL:	\$22,100*	

**Due to COVID-19 restrictions on in-person events, expenses related to fundraising events, such as food, security, and photo booths, etc., have not been included in these expense estimates since they will be virtual.*

FY 2020-2021 Fund Development Plan Components

Annual Fund:

\$158,500

MAJOR GIFTS/INDIVIDUALS: *Major gifts are defined as donations totaling \$1,000 or more during the school year.*

Goal: Cultivate a minimum of 26 major donors to give to the Annual Fund throughout the year.

Revenue Target: \$26,000

Projected Expenses: \$100 (printing and postage costs)

Timing: Solicitations in August, December, April & June

Methods/Activities:

1. Research and implement cultivation methods that offer an opportunity to thank major donors for their commitment to the Annual Fund as well as to help them see the bigger picture of how the Annual Fund helps to meet GLOBE's operating budget goals and further the school's mission.
2. Ensure the Executive Director and/or Board Chair signs donor acknowledgements and thank you letters and calls to personally thank and check-in with major donors at least three times a year.
3. Continue to identify potential grandparents, extended family, or other community donors with the capacity to give a major gift.
4. Provide a donation acknowledgement immediately upon receipt of the donation (including donations not given online). Send donor thank you letters at the end of GLOBE's fiscal year (June 30) to thank donors for their total contribution(s) over the year.

Key Performance Indicators:

- Achieve budgeted goal of \$26,000
- Cultivate/steward a minimum of 25 major donors
- Conduct a minimum of three donor touchpoints throughout the year
- Track new major donors
- Track year-to-year change in giving by current major donors

Accountability Assignments: Development Committee Chair, Development Committee, Board Chair, Executive Director, and CFO

BOARD OF DIRECTORS GIVING: *Board gifts are defined as donations from current Board of Directors members.*

Goal: Steward the Board of Directors to ensure 100% participation to the Annual Fund during the school year.

Revenue Target: \$3,000

Projected Expenses: \$0 (none anticipated)

Timing: Solicitations in August, November, February & May

Methods/Activities:

1. Set the annual giving expectations/goals with the Board of Directors at the beginning of the school year.
2. Send out quarterly targeted appeals reminding Board members of the goals and progress throughout the school year.
3. Follow-up with targeted solicitations to Board members who have not given to the fund to reach 100% participation goal.
4. Work with the Board to identify donor/sponsor prospects and/or matching gift opportunities throughout the year.
5. Ensure the Executive Director and/or Board Chair signs donor acknowledgement and thank you letters and calls to personally thank board members for their donations.
6. Provide a donation acknowledgement immediately upon receipt of the donation (including donations not given online). Send donor thank you letters at the end of the GLOBE's fiscal year (June 30) to thank donors for their total contribution(s) over the year.

Key Performance Indicators:

- Achieve budgeted goal of \$3,000
- Achieve 100% participation from the Board of Directors (any amount)
- Conduct a minimum of four donor touchpoints throughout the year
- Track year-to-year change in giving by current Board members

Accountability Assignments: Development Committee Chair, Board Chair, and Executive Director

ONE-TIME DONATIONS: *One-time donations are defined as a single gift received from a donor either online, via mail, or given in-person during the school year.*

Goal: Become more proactive in Annual Fund donor solicitations to increase participation and gift amounts with current families and GLOBE staff members.

Revenue Target: \$50,000

Projected Expenses: \$300 (printing, postage and donor recognition banners)

Timing: Solicitations in July to October, January & April to June

Methods/Activities:

1. For the 2020-2021 school year, revise the Annual Fund Donor Recognition Levels to include donors who give \$100 or more.
2. Develop two new donor circles that recognize major donors who give two or more consecutive years and sustaining donors who give any amount for three or more consecutive years to encourage yearly giving to the fund.
3. Encourage company match opportunities to increase giving to the fund over the entire school year.
4. Send out targeted appeals reminding families of the goals and progress throughout the school year. Reiterate the goal to achieve 100% participation by all families (any amount).
5. Send out targeted appeals to teachers and staff with a goal of achieving 100% participation.
6. Implement new donor benefits to motivate and recognize donors throughout the year.

Key Performance Indicators:

- Achieve budgeted goal of \$50,000
- Achieve 100% family participation (any amount)
- Achieve 100% teachers/staff participation (any amount)
- Conduct a minimum of eight donor touchpoints throughout the year
- Track the number of online gifts
- Track the number of increased gifts
- Track the year-to-year change in giving by families and staff

Accountability Assignments: Development Committee Chair, Development Committee, Board of Directors, Board Chair, Executive Director, and CFO

RECURRING DONATIONS: *Recurring donations are defined as multiple gifts received on a defined schedule from a donor either online, via mail, or given in-person during the school year.*

Goal: Steward current recurring donors and actively seek new recurring donors to increase participation and gift amounts with GLOBE families and staff members.

Revenue Target: \$45,000

Projected Expenses: \$300 (printing, postage and donor recognition banners)

Timing: July - October

Methods/Activities:

1. For the 2020-2021 school year, revise the Annual Fund Donor Recognition Levels to include donors who give \$100 or more.
2. Develop two new donor circles that recognize major donors who give two or more consecutive years and sustaining donors who give any amount for three or more consecutive years to encourage yearly giving to the fund.
3. Encourage monthly giving and company match opportunities to increase giving to the fund over the entire school year. Follow-up with recurring donors who have inactive credit cards linked to their monthly payments.
4. Send out a minimum of four targeted appeals reminding families and board members of the goals and progress throughout the school year.
5. Follow-up with targeted appeals to families, Board members and staff who have not given to the fund to reach 100% participation goal.
6. Implement all the new donor benefits to motivate and recognize donors throughout the year.

Key Performance Indicators:

- Achieve budgeted goal of \$45,000
- Achieve 100% family participation (any amount)
- Achieve 100% staff participation (any amount)
- Conduct a minimum of four donor touchpoints throughout the year
- Track the number of online gifts
- Track the number of increased gifts
- Track the year-to-year change in giving by families and staff

Accountability Assignments: Development Committee Chair, Development Committee, Board of Directors, Board Chair, Executive Director, and CFO

CORPORATE GIVING/SPONSORSHIPS: *Corporate giving is defined as donations received from businesses/organizations through one-time, recurring, or matching gift donations or sponsorships. Sponsorships are gifts made by an individual, business, or organization to further GLOBE's mission and are generally recognized by GLOBE with an acknowledgment that the sponsor has supported the school's Annual Fund by displaying the sponsor's logo and/or name and providing applicable sponsor benefits.*

Goal: Cultivate a minimum of 12 sponsors and/or corporate match partners to give to the Annual Fund throughout the year.

Revenue Target: \$20,000

Projected Expenses: \$500 (printing and postage costs)

Timing: Solicitations in July-December

Methods/Activities:

1. Develop sponsorship packet and prospect list to solicit local businesses and organizations who are aligned with GLOBE's mission.
2. For the 2020-2021 school year, revise the Annual Fund Donor Recognition Levels to be more attractive to potential sponsors.
3. Send out a minimum of four targeted appeals reminding families, Board members and staff about the potential for matching donations with their companies/ organizations.
4. Ensure the Executive Director and/or Board Chair are signing sponsorship acknowledgement and thank you letters and calling to personally thank and check-in with sponsors at least three times a year.
5. Provide a donation acknowledgement immediately upon receipt of the donation (including donations not given online). Send donor thank you letters at the end of the GLOBE's fiscal year (June 30) to thank donors for their total contribution(s) over the year.

Key Performance Indicators:

- Achieve budgeted goal of \$20,000
- Cultivate/steward a minimum of 12 sponsors/corporate partners
- Conduct a minimum of three sponsor/partner touch points throughout the year
- Track new sponsors and corporate match businesses/organizations
- Track year-to-year change in giving by current corporate/organizational funders/sponsors

Accountability Assignments: Development Committee Chair, Development Committee, Board of Directors, Board Chair, Executive Director, and CFO

GENERAL OPERATING SUPPORT GRANTS: *General operating support grants are defined as an unrestricted sum of money given to the GLOBE Academy to specifically support the Annual Fund. Grants for restricted projects are not counted as part of this goal.*

Goal: Research, write, and submit a minimum of five grant proposals requesting support for the Annual Fund.

Revenue Target: \$8,500

Projected Expenses: \$0 (none anticipated)

Timing: Solicitations primarily from July - March

Methods/Activities:

1. Develop a grant calendar and prospect list of grant funders that supports GLOBE's Annual Fund.
2. Draft grant proposals requesting unrestricted support for the school.
3. Provide a donation acknowledgement and thank you letter immediately upon receipt of the donation.
4. Manage grant awards by maintaining a grant management calendar and process to ensure all funders are receiving updates and grant reports in a timely manner.

Key Performance Indicators:

- Achieve budgeted goal of \$8,500
- Submit a minimum of five general operating support grant proposals
- Create an annual grant calendar for the school
- Track new grant funders
- Ensure grant funders receive grant reports on time

Accountability Assignments: Development Committee Chair, Development Committee, Director of Communications

THIRD PARTY FUNDRAISING/MISCELLANEOUS UNRESTRICTED DONATIONS: *Third party fundraising and miscellaneous donations are defined as unrestricted donations that do not fall into any of the previous categories listed above. They also are typically unsolicited and can be recurring and expected each year.*

Goal: Ensure that all unrestricted miscellaneous donations are categorized correctly.

Revenue Target: \$6,000

Projected Expenses: \$0 (none anticipated)

Timing: Year-round

Methods/Activities:

1. Work with the CFO to get monthly reports on miscellaneous donations to ensure they are categorized correctly.
2. Review supporters giving miscellaneous donations and see if they can be considered to solicit as a sponsor or major donor.

Key Performance Indicators:

- Achieve budgeted goal of \$6,000
- Track and review all miscellaneous donations

Accountability Assignments: Development Committee Chair and CFO

School-led Fundraising Events:

\$141,500

GLOBE volunteers, Board members, and staff spend a significant amount of time planning and executing fundraising events throughout the school year to further GLOBE’s mission and raise funds for specific departments. Three annual school-led fundraising events, GLOBE Trot, Square 1 Art, and GLOBE Rocks, traditionally bring in significant revenue for The GLOBE Academy. GLOBE Trot raises unrestricted funds for the school that are separate from the Annual Fund goal and include fun and motivating incentives for donors. Square 1 Art proceeds directly benefit the art department and GLOBE Rocks proceeds directly benefit the music department. Restrictions due to the COVID-19 pandemic are forcing the school to adjust the traditional in-person fundraising event structures to be held virtually this school year. There will be improved communication about how these events are separate from the Annual Fund and how they benefit GLOBE. Each event will have a planning committee made up of volunteers, board members, and staff to increase outreach to potential participants and maximize revenue. Each fundraising event planning committee will develop its own goals and evaluation plan.

Overall Fundraising Event Goals:

- To highlight the students, staff, and programs throughout GLOBE to gain financial and volunteer support for GLOBE.
- To plan events purposefully to ensure good attendance and success, highlight the accomplishments of GLOBE, and effectively use the Board of Directors, Executive Director, and Development Committee time and efforts.
- To celebrate philanthropy, donors, and the impact of successful fundraising on GLOBE.

EVENT 1: GLOBE TROT FUN RUN: Typically, GLOBE students run, walk, skip, race, and exercise their way around the track while parents and supporters line the course to cheer them on. This year will look different in that the event will be 100% virtual but will still have an exercise theme with prizes and goodies for students, families and staff who help to raise funds during the event. There has been some concern in the past over the way students were recognized for raising funds and some parents voiced they felt it singled out the students who were unable to raise as much as their classmates. The planning committee will review these concerns and see how to restructure the donor recognition this year to be more inclusive of the entire GLOBE community. *Please note that GLOBE Trot donations come with fun incentives for the students and they do count towards the school’s overall \$300,000 unrestricted fundraising goal. However, GLOBE Trot donations do not count towards a family’s Annual Fund donation and donor recognition/benefits.*

Revenue Target: \$130,000

Projected Expenses: \$6,900

Timing: Solicitations primarily in October/November

EVENT 2: SQUARE 1 ART: Square 1 Art is an annual fundraiser for the art department, and it puts 100% of the proceeds into the hands of GLOBE’s young artists. GLOBE’s partner, Square 1 Art focuses on the accomplishments of the student, creates conversations between parent and child, as well as memorable keepsakes family members cannot resist. When all is said and done, the child’s creativity is affirmed, the parents have a lasting memory, and the GLOBE raises valuable funds for our art classes. While this fundraiser portion of this event is typically held exclusively online in the past, the art teachers at GLOBE created the art projects while students were in class in the months prior to the event. This will be more difficult this year since students are starting school with virtual learning only. The Development Committee is working with the planning committee to see how we can streamline the process to maximize success and convenience for families during these unusual times.

Revenue Target: \$4,000

Projected Expenses: \$0

Timing: Solicitations primarily in November/December

EVENT 3: GLOBE ROCKS BENEFIT CONCERT: Typically, GLOBE Rocks is a 21+ benefit concert for the music department at The GLOBE Academy and it puts 100% of the proceeds into the hands of our young musicians. This fun concert features awesome raffle prizes, a free photo booth to enjoy with friends, a cash bar throughout the night, and a chance to make new friends and listen to amazing music, all rolled into one unforgettable night. Due to the pandemic, this event will be virtual this school year and the planning committee is considering a live streaming event, drive-in option, and other online or socially distanced opportunities to raise funds during this event. While the event raised more than this year’s goal in the year prior, the Development Committee is expecting to raise less money this year due to the changed event format due to COVID-19.

Revenue Target: \$6,500

Projected Expenses: \$4,000

Timing: Solicitations primarily in January

Fund Development Goals with No Fiscal Objectives:

Goal 1: Increase volunteer involvement in GLOBE’s fundraising activities.

Strategies:

1. Assure that volunteer training is effective, well-conceived, and uses volunteers’ time wisely.
2. Keep volunteers and solicitors “in the know” with financial updates and status reports during

monthly Development Committee meetings.

3. Take the time to attend and participate in school-wide events, such as Open House and orientation, to talk about the Annual Fund, its significance and importance to GLOBE, and how parents can get involved.
4. Look at ways to work together with the PTCC to meet the ultimate goal of providing the necessary resources for GLOBE and its students, staff, and families.
5. Define the roles of the Development Committee and present them to the PTCC to recruit volunteers.

Goal 2: Improve prospect research and donor stewardship by switching to a more efficient, cost effective, and comprehensive donor database and fundraising platform.

Strategies

1. Maintain a clean, updated database containing all available constituent information for accurate and timely reports, receipts, and to execute the acknowledgement and recognition process.
2. Ensure all database changes are directed to the Development Committee Chair or CFO for consistency and to maintain the database integrity.
3. Create and distribute standard monthly fundraising reports to the Development Committee, Board of Directors, Executive Director, and PTCC as needed.
4. Develop a process for successful gift reporting of and crediting to foundations and the donors connected to the school's charitable giving vehicles.
5. Ensure there are no fundraising-associated red flags in GLOBE's annual audit.
6. Maintain good relations with the CFO and Business Office.
7. Review the database protocol and areas of improvement on a quarterly basis.
8. Create a protocol sheet for all involved in the database process.
9. Advise the Board Chair and Executive Director when a major gift is received and have them send the donor a personal note or conduct a personal phone call to thank them.
10. Continue database cleanup as time allows.

Goal 3: To recognize, acknowledge, and thank those who give GLOBE their time, in-kind and/or financial resources.

Strategies

1. Develop an acknowledgement plan, specifically designed to more personally thank current family donors who give \$1,000 or more to the Annual Fund.
2. Acknowledge and thank volunteers, especially those who have continually given throughout the year, including Development Committee members and volunteers from other Board committees.
3. Work with the Communications Director to write quarterly donor spotlights and/or donor articles.
4. Send occasional VIP letters from the Executive Director to all donors in the leadership circles to encourage their ongoing participation.
5. Continually review and discuss the program, evaluate new ideas, and best practices.
6. Discuss fundraising goals and achievements in staff meetings, board meetings, and during monthly Development Committee meetings.

Communications Strategies

1. **Website:** The website is updated monthly, ensuring current information is always available. Updates include new donor recognition and links to appropriate locations to encourage online giving and fundraiser participation.
2. **Weekly Updates:** The Development Committee provides weekly fundraising updates highlighting accomplishments and upcoming activities. Donors are highlighted on a quarterly basis. The content in the newsletter links back to the website and fundraising platform.
3. **Public presentations:** Both the Executive Director and members of the Board of Directors increase the number of presentations about GLOBE to target key communities to solicit donations, partnerships, and/or sponsorships.
4. **Major Donor Communications:** All major donors (those who give \$1,000 or more per year) are asked their communications preferences (email updates, phone calls, personal meetings). Staff provide timely information to all major donors according to their preferences. Regardless of other communications methods, the Executive Director or Board Chair calls each major donor to check in at least three times a year.

It is imperative that the entire GLOBE community becomes advocates and raises funds for GLOBE. It is the job of every board and staff member to be involved in the fundraising process. This Development Plan was created in support the goals of the GLOBE Academy's Strategic Plan that is available on GLOBE's website (<https://theglobeacademy.org/Board-Of-Directors>) under the Board of Directors section that leads to the full document stored on Board on Track.



The GLOBE Academy

Development Committee Report

18 August 2020

Committee Chair: Meghann Adams

Report Type: Update

Updates:

**1) Fundraising Update as of 7/31/20
2020-2021 Fundraising Goal: \$300,000**

Annual Fund: Total Goal: \$158,500; Raised: \$2,770 (1.8%)

- a) **Major Gifts/Individuals:** Goal: \$26,000; Raised: \$1,000 (3.8%)
- b) **Board Giving:** Goal: \$3,000; Raised: \$0 (0%) – 0% participation
- c) **One-time Donations:** Goal: \$50,000; Raised: \$240 (0.5%)
- d) **Recurring Donations:** Goal: \$45,000; Raised: \$1,190 (2.6%)
- e) **Corporate Giving/Sponsorships:** Goal: \$20,000; Raised: \$310 (1.5%)
- f) **General Operating Support Grants:** Goal: \$8,500; Raised: \$0 (0%)
- g) **Miscellaneous Donations/Income:** Goal: \$6,000; Raised: \$30 (0.5%)

School-led Fundraising Events: \$141,500; Raised: \$0 (0%)

- a) **GLOBE Trot:** Goal: \$130,000; Raised: \$0 (0%)
- b) **Square 1 Art:** Goal: \$4,000; Raised: 0 (0%)
- c) **GLOBE Rocks:** Goal: \$6,500; Raised: 0 (0%)

Total raised to date: \$2,770; Expenses: \$109; Net raised to date: \$2,670 (0.9% of goal)

2) Fund Development Plan

- a) Solicited review/revisions from Board
- b) Need to vote to approve the plan

3) Donor Relations

- a) Asked for donor recognition preferences for all active recurring donors
- b) Communication to Leadership and Circle members
- c) List of GLOBAL PATRON level donors and above on GLOBE website
- d) Re-evaluate donor benefits due to switching to virtual events
- e) Sponsorship packet almost complete

4) Annual Fund Solicitations

- a) Board, Staff and GLOBE Families
- b) Email with links to additional information

5) GLOBE Trot

- a) Planning a virtual event in early November
- b) Interviewing vendors for online fundraising platform
- c) Need volunteers to help with planning committee

6) Grants

- a) DEI - Teach Diversity, rolling deadline, Katrice taking the lead
- b) Committee reviewing general operating prospects and developing grant calendar

7) Next Development Committee Meeting via Zoom: Tuesday, September 15, 2020 @ 7:30 pm

End of Report

Cover Sheet

Academic Committee Report

Section: V. Administration and Committee Reports
Item: D. Academic Committee Report
Purpose: Discuss
Submitted by:
Related Material: 2020.08.31 Academic Committee Report.pdf
AC - Board Presentation - 8.20.pptx



The GLOBE Academy

Academic Committee Report

31 August 2020

Committee Chair: Drew Reynolds, dreynolds@theglobeacademy.net

Report Type: Update

Updates

- Academic Committee met on August 13, 2020
 - Discussed Data Report “Globe students at a glance”
 - Fall MAP testing to take place remotely in first week(s) of September
 - Committee discussed ways to continue to prioritize mission of dual language immersion in online environments
 - Discussion of how to support parents in promoting immersion at home
 - Discussion of how to promote language across the school, staff, and other public facing areas of GLOBE
 - Discussion of how to support parents who do not speak the target language as they support their child in online learning
 - Discussed English language reading and support virtually
 - Eureka Math training
 - Eureka Math Training - math curriculum designed for dual language learning environment
 - All teachers trained prior to start of Fall semester 2020
- Next scheduled meeting:
 - August 24th 10AM. – Likely to be changed

End of Report

ACADEMIC COMMITTEE



August 2020 Board Meeting Report

Drew Reynolds, PhD, MSW, MEd
Committee Chair
& Academic Committee Members

GLOBE at a Glance Demographic Report

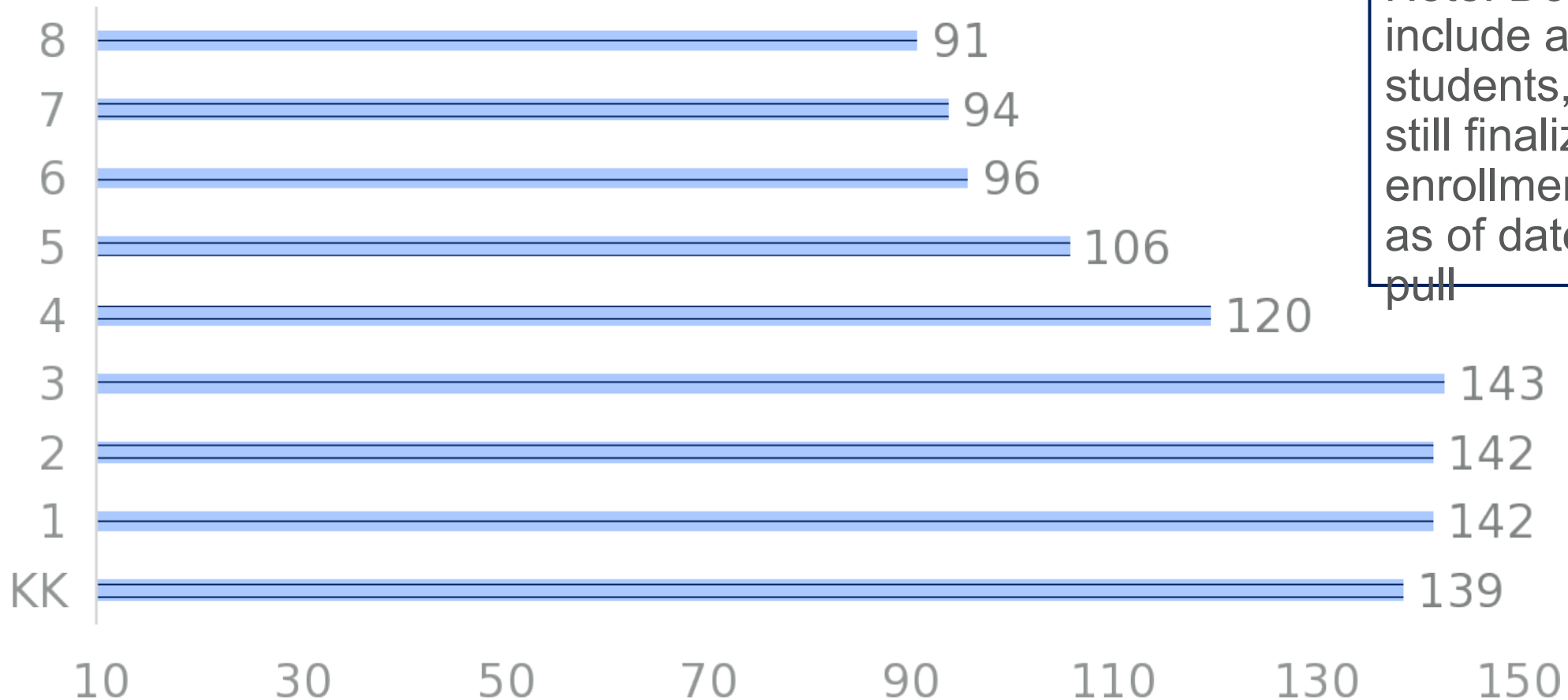
Data from GLOBE records in Infinite Campus

GLOBE 2020-2021

- Data pulled from Infinite Campus in early August 2020
 - Missing some families not yet completing enrollment paperwork.

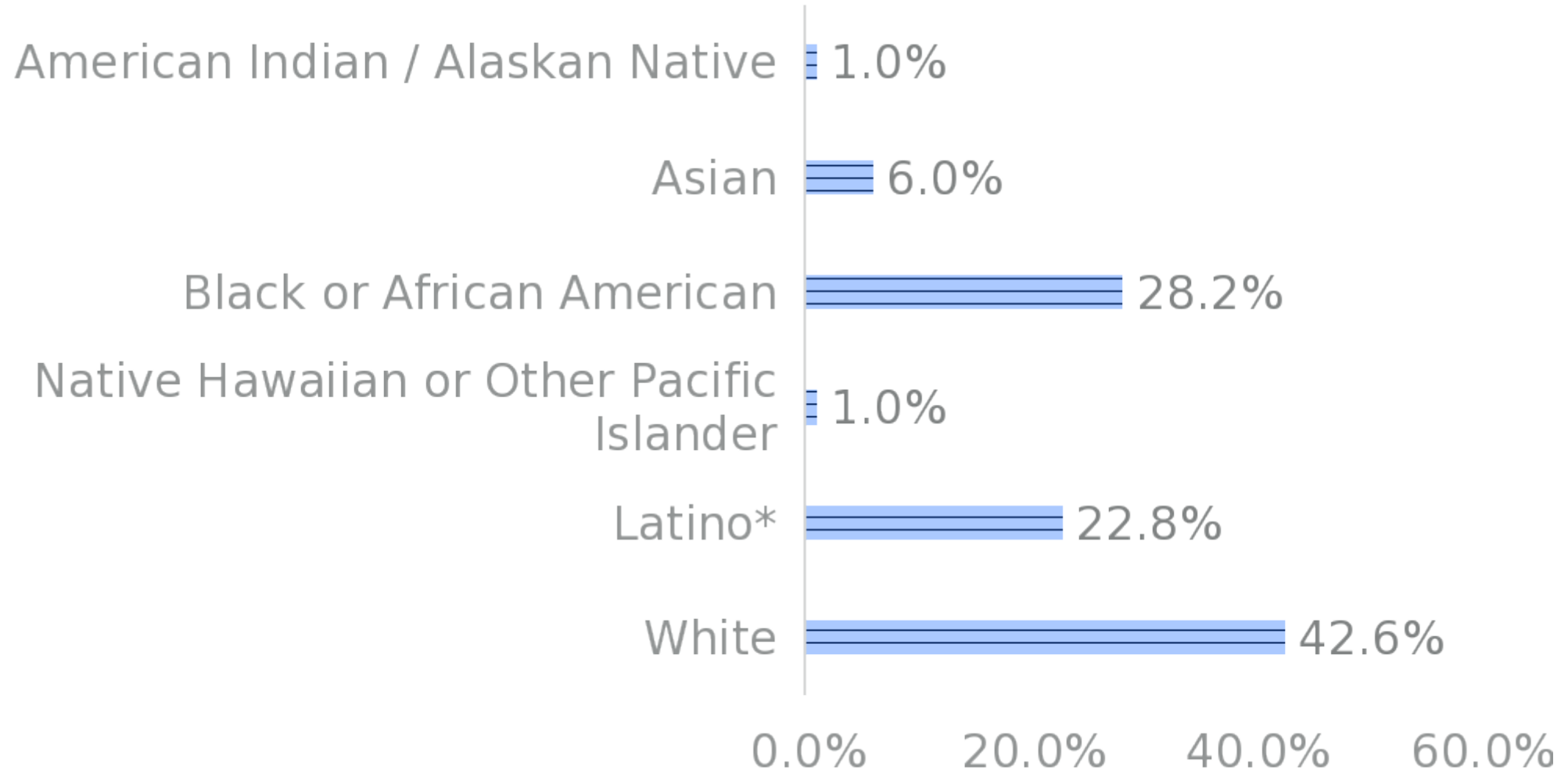
STUDENT BODY (TOTAL ENROLLED = 1,073)

Enrollment by grade

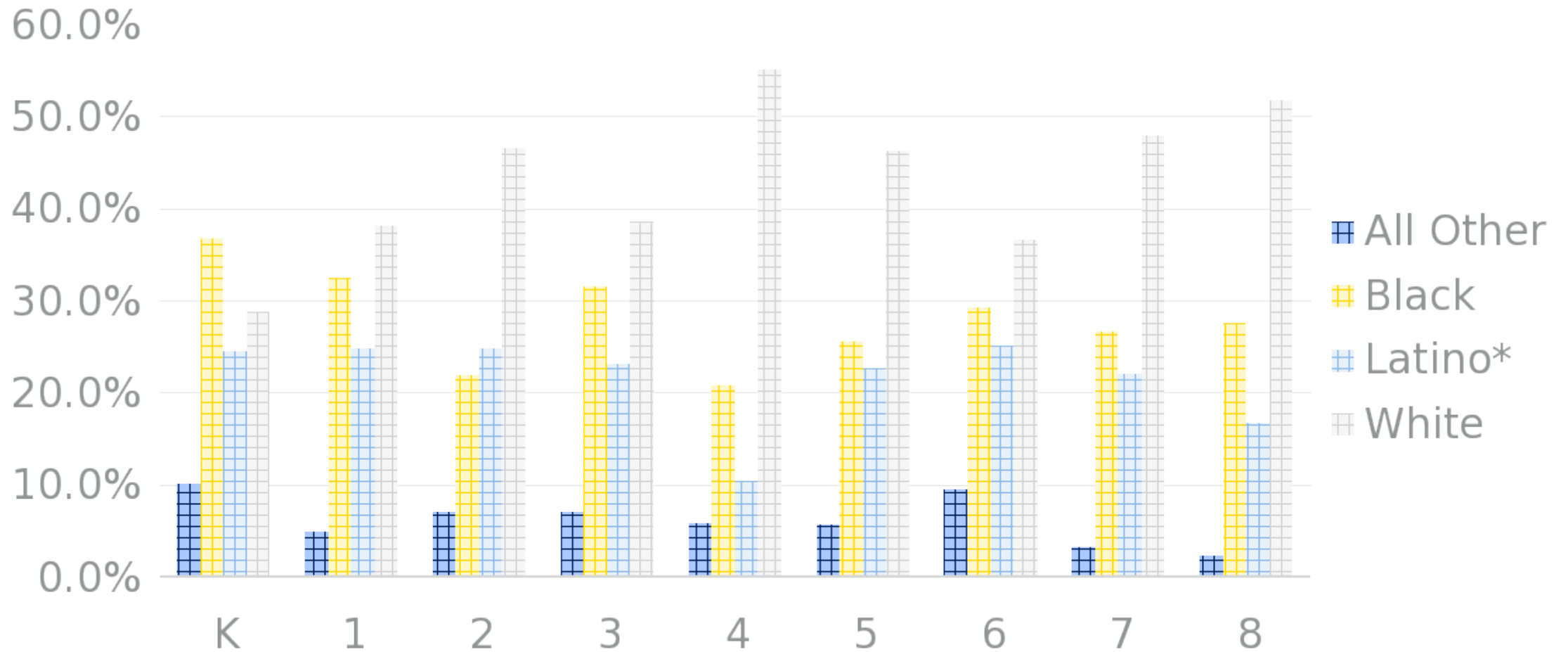


2019-2020:
Note: Does not include all students, some still finalizing enrollment forms as of date of data pull

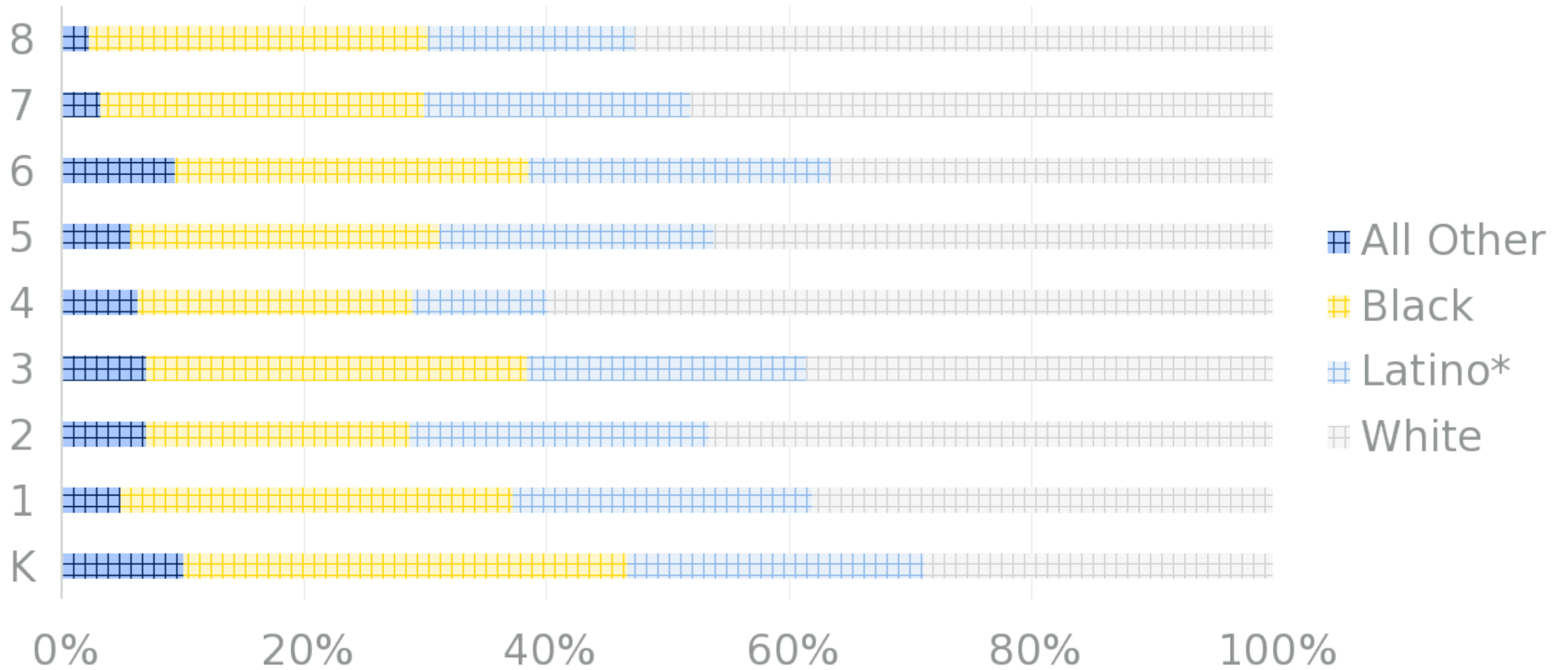
RACE/ETHNICITY



RACE/ETHNICITY BY GRADE LEVEL



RACE/ETHNICITY BY GRADE LEVEL

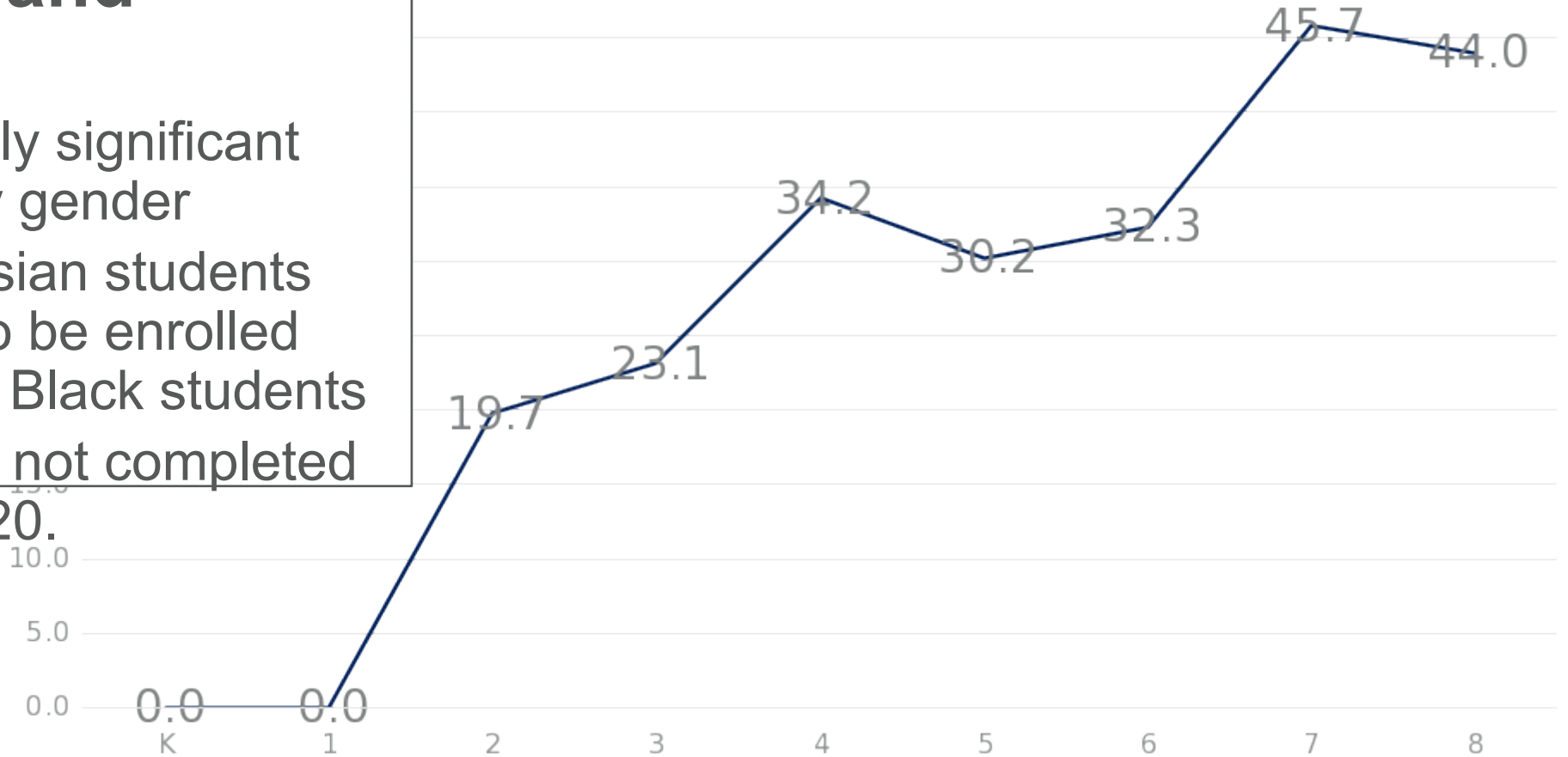


GIFTED AND TALENTED

G&T (%)

- **23% Gifted and Talented**

- No statistically significant difference by gender
- White and Asian students more likely to be enrolled compared to Black students
- Note: testing not completed in Spring 2020.



SPECIAL EDUCATION

- **7.6% Special Education**
 - 11.2% Male vs. 4.0% Female
 - Race not a predictor of enrollment

Cover Sheet

Communications Committee Report

Section: V. Administration and Committee Reports
Item: E. Communications Committee Report
Purpose: Discuss
Submitted by:
Related Material: 2020.08.31 Communications Committee Report.pdf



**The GLOBE Academy
Communications Committee Report
31 August 2020**

Committee Chair – Jonathan Clues

Updates:

The GLOBE Academy Communications Committee met via Zoom at 10am on Friday, August 14th.

Present were:

- Christi Elliott-Earby
- Katrice Mines
- Ryan Hudak
- Leigh Long
- James Bratton
- Jonathan Clues

We opened our meeting with an introduction to our newest Committee Member, James Bratton. James is well known to many at GLOBE for his years of efforts, and maybe most well known as the MC/auctioneer in a kilt. James is going to work predominantly as Committee Liaison, to get a better understanding of which committees need more communication help.

We reviewed the action items from the previous meeting from our task list. Jonathan confirmed that he updated the Board Org chart with all the latest information he had, and Christi and Ryan commented they need to update it further as the member information was out of date.

Jonathan asked Christi about the communication matrix that was discussed in the July meeting, which would help all parties understand the correct communication flow and approval for small/regular messaging vs. time critical/sensitive communications. Christi said that with the focus being on opening the school, this had not yet been completed.

Jonathan went on to present the proposed Communication Activity tracker in Google Sheets, which allow the team to track and present historical data and look for any improvements – although it was agreed that Katrice was already doing a great job with outreach and the results were already high.

This led to a discussion about who the members were on the various Facebook pages – with a specific question on whether we see what percentage of GLOBE parents are engaging – on the Parent and Teachers page. This page has 867 members. James asked if the past members were purged and asked about the wider social media strategy. Katrice said there currently was not one – which we can look to incorporate into the 2021 Communication Strategy.

Conversation then moved to how often parents are missing info that is already sent to them in newsletters etc.. There was a question on whether, with so much going on in the world, we have been over-communicating – and important information is getting missed in the noise.

Katrice commented that we've been operating in panic mode, very reactionary to news and events, and that we need to change that. She realized there has been a lot going on and had worked to stop other depts sending out their own messages, so one clear voice is heard. We all agreed.

We discussed the value and balance of 'push' messaging (such as emails) vs. 'pull' messaging (a central hub to find info). We discussed improving the resource repository on the website, to always include the latest newsletters, as well as the possibility of adding a searchable knowledge base/FAQ section. Then we could start to direct parents to this resource page before reaching out to school staff, hopefully providing a consistent experience and messaging, while also reducing admin time spent replying.

The final conversation was around Brand, and the brand guidelines that are in place to help everyone present a consistent experience. Many different logos being used, in different ways. This also combined with Drew's request for a single presentation format for the BOD presentations – to which we did a small survey to see what the preferred platform was. We received 6 replies and it was a split between Google Sheets and PowerPoint. Our mission is to get the template and online Brand Style guide in place by September's meeting.

We moved to discuss how we can help other committees and agreed going forward we should meet after the Development Committee so that we can discuss their communication needs. Jonathan said we would talk to Meghann coordinate and to ensure we had time to meet before the BOD meeting.

With that all said, the next meeting was set for 11am on Wednesday September 16th, and the meeting was adjourned.

Cover Sheet

Strategic Planning Committee Report

Section: V. Administration and Committee Reports
Item: F. Strategic Planning Committee Report
Purpose: Discuss
Submitted by:
Related Material: 2020.08.31 Strategic Planning Committee Report.pdf



**The GLOBE Academy
Strategic Planning Report
31 August 2020**

Committee Chair: Katie Monroe

Updates:

- Katie and Christi had a check-in meeting on 8/14/2020
- Strategic Planning Meeting with NorthStar and Conscious Roots on 8/21 & 8/27 to discuss goals for upcoming academic year
- Planning for recalibration of work plan to incorporate virtual learning
 - Vision of Teaching Excellence -> Vision of Virtual Instruction (incorporate virtual/distance learning and define excellence in distance teaching & learning)
 - Collaboration with Conscious Roots to ensure integration of inclusive practices
- Christi and Katie are scheduled to meet with Northstar on 9/14 to update Strategic Plan timeline & discussion of best use of NorthStar's guidance and resources for the remaining 2 we have left with them (as a result of pausing our work last spring when the budget and Covid necessitated urgent attention.)
- We are planning for a comprehensive update to the Board & community in November that will include the new timeline and the incorporation of inclusion and equity, particularly as related to virtual learning platform.

END OF REPORT

Attachments

The following files are attached to this PDF: You will need to open this document in an application that supports attachments (i.e. [Adobe Reader](#)) in order to access these files.

FY2020-21 The GLOBE Academy Budget.xlsx