



The GLOBE Academy

Minutes

Development Committee Meeting

Date and Time

Tuesday April 13, 2021 at 6:00 PM

Location

Join Zoom Meeting

<https://us02web.zoom.us/j/5572643765?pwd=ak1NMWtaeCszcnE0SXBGbGcxdkhlQT09>

Meeting ID: 557 264 3765

Passcode: 9i9bph

Vision, Mission and Core Values

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.

- 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.
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Committee Members Present

D. Robb (remote), E. Dudkiewicz (remote), L. Clark (remote), L. Ferro Borges (remote), M. Adams (remote)

Committee Members Absent

F. Courtney, K. Mines, L. Hancock, R. Hudak

Guests Present

Jabari Clark (remote), L. Long (remote), Lauren Hise (remote), Lillian Norton (remote)

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

M. Adams called a meeting of the Development Committee of The GLOBE Academy to order on Tuesday Apr 13, 2021 at 6:02 PM.

C. Approve Minutes from 3/9/2021

D. Robb made a motion to approve the minutes from Development Committee Meeting on 03-09-21.

E. Dudkiewicz seconded the motion.

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

D. Fundraising Update

M. Adams shared the most recent fundraising results through 2/28/2021, which had also been shared at the last Board of Directors meeting.

II. Development Committee Restructure Discussion

A. Propose to Change Committee Leadership to Co-Chair Board Members

M. Adams proposed restructure the committee's leadership to co-chair board members.

M. Adams will oversee the grants and Annual Fund subcommittees and will also help with the fundraising events subcommittee until a new board member has been put in place. M. Adams is currently in her second year of her first 3-year term. The new board member will oversee the school-led fundraising events, including GLOBE Trot, GLOBE Rocks and Square 1 Art, as well as manage donor prospect/ recognition events. The new co-chair position will ideally begin at the start of the new school year. M. Adams will bring up this

proposal to the Board at the April meeting to get their approval and answer any questions/concerns. The committee supported this proposal and agreed to bring it to the board.

B. Propose to Create/Reinstate Subcommittees

M. Adams proposed to the committee to reinstate/create three subcommittees including school-led fundraising events, grants and Annual Fund. The committee discussed the purpose and function of each subcommittee. Fundraising events subcommittee leads the planning and execution of school-led fundraising events including GLOBE Trot, Square 1 Art, and GLOBE Rocks in addition to any donor prospect/recognition events. The grants subcommittee leads the efforts in research, writing, submission of grant proposals, and grant report management for GLOBE to bring in general operating funds as well as grant funds for identified restricted projects. The Annual Fund subcommittee leads the efforts in targeted appeals, sponsorships, and donor management and communications related to GLOBE's Annual Fund. The committee supported this proposal.

M. Adams also proposed to change the monthly Development Committee meetings from the second Tuesday of the month at 6 pm to the third Thursday of the month at 12 pm. The reason for the change is because the committee meetings were taking place before the finance department was able to provide M. Adams with the fundraising results from the month prior. Evening meetings were also difficult for many active committee members in addition to school staff, which is why the meetings will be moved to afternoons. The next committee meeting will be on Thursday, May 20 at 12 pm.

III. Fund Development Plan/Donor Database

A. Review Fund Development Plan

M. Adams discussed the progress/next steps this school year including training/set up for Bloomerang, transferring over current recurring donors (GLOBE will continue with Aplos for now), updating website and links to donation form, sending out the end of year thank yous/donation summaries, and updating the donor recognition platforms. Some changes for next school year that were discussed included adding the subcommittees' purpose/focus into the development plan, updating the fundraising calendar (add sponsorship outreach for GLOBE Trot in summer), discussing how to support DEI initiative while not missing opportunities with donors who do have capacity to give (more targeted appeals, recognition, communications), discussing how to better clarify goals/strategies for Annual Fund vs. GLOBE Trot, revisiting/updating the donor recognition/benefits/levels, considering more stewardship for GLOBE Trot donors (specific results per class/grade/campus), and having more of a presence at orientation and in family materials/packets and the GLOBE 101 presentation that is taking place in late April. M. Adams discussed some initial steps for each subcommittee and the committee discussed ways to move forward.

B.

New Donor Database/Access to Files

M. Adams gave a brief overview of the new Bloomerang donor database that launched during Spring Break. There's still some setup required that will take some time and the committee discussed the best plan to get current recurring donors to switch over from Aplos to Bloomerang once the new donation form was available on GLOBE's website. M. Adams also discussed how each subcommittee has a Google Drive folder to work from and members will gain access to those folders once they sign the non-disclosure agreement. She mentioned Board on Track and explained what to find there and how to become a volunteer on the Development Committee's roster.

IV. Closing Items

A. Quick Updates

L. Long reviewed a draft of the Sponsorship Packet layout and the committee provided feedback. She will make some edits and then circulate to committee to review and finalize. M. Adams gave a brief overview of the outstanding grant proposals that were submitted this spring for general operating support and to support the school's DEI initiative.

B. Committee Next Steps

The committee agreed on the following next steps:

1. Committee members will identify the subcommittee(s) to join and complete the non-disclosure agreement to receive access to confidential donor information and development files.
2. M. Adams to send introduction emails for each subcommittee to give access to the files and discuss immediate next steps.
3. L. Long to send out the draft of the Sponsorship Packet for committee to review and finalize.
4. M. Adams to work with M. Brown to see about getting more exposure during the GLOBE 101 night for Kindergarten parents.

C. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 7:23 PM.

Respectfully Submitted,
M. Adams