



The GLOBE Academy

Minutes

Development Committee Meeting

Date and Time

Thursday August 17, 2023 at 1:00 PM

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.
-

Committee Members Present

A. McMillon (remote), C. Giles (remote), L. Clark (remote), L. Ferro Borges (remote), M. Adams (remote), M. Hayes (remote)

Committee Members Absent

D. Clayton-Purvis, D. McMillon, D. Reynolds, M. Reid

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

A. McMillon called a meeting of the Development Committee of The GLOBE Academy to order on Thursday Aug 17, 2023 at 1:04 PM.

C. Approve Minutes from Previous Meetings

M. Adams made a motion to approve the minutes from Development Committee Meeting on 07-20-23.

L. Ferro Borges seconded the motion.

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

II. General Development Committee Priorities

A. Development Committee Updates

Due to GA laws and requirements for Boards we will need to start meeting in person moving forward in the future.

- Proposed three potential days/time
 - Thursday evenings
 - During the day / weekday
 - Sunday afternoons
- Please take some time to think about what time/day works best for you and let us know.
- We will try to move to in-person before the end of the year.
- Currently the top choices were Fridays at noon (12pm) - would need to look for a location that is central.

B. Development Committee Funds Overview

Overview of the 2022-2023 funds for the EOY. All campaigns and appeals were met, except 2 areas.

- GLOBE Rocks and General Operating Support grants donations. Both allotted fund amounts have been removed and reassigned to other areas within their respective campaigns

Overview of the 2023-2024 high level was done. A further review will be done in the SEP2023 meeting.

III. Subcommittee Discussions

A. Annual Fund Campaign Updates

- 2022-2023 goal was met for Annual Fund.
 - Currently working on the banners. Meeting with PTCC on 21AUG2023 to finalize their stance on their sponsors being part of the banners or separate.
- The 2023-2024 donations are coming in steadily. At the end of the first weeks of AUG2023, approximately \$24K was raised.
- Currently working on the challenge and awaiting the roster from the registrar / Tamiko to start sending out the information about the top classes.
- Meeting with Athletics on 22AUG2023 to discuss their fundraising and iron out miscommunications that Athletics and Annual Fund are one in the same.
- Social media blasts on Facebook and in the newsletter are going out daily and weekly respectively.
- Ask for all to continue promoting.

B. Fundraising Events Updates

- The date is set for GLOBE Trot: 10NOV2023 and the rain date is 17NOV2023
- There was a sign up sheet at Orientation and we already have some volunteers from that including existing volunteers.
- New sponsorship targets were discussed for this upcoming year.
 - Discussion on setting these targets based on historic evidence as the Development Committee and communicating the expectation for socializing the information with the Communications Committee
 - PRIORITY - Sponsorship package
 - Targeting larger firms usually needs a 2 month advance. Based on the date that timing is steadily approaching.
- Communication strategy will start preparations in the upcoming weeks.
 - **L. Ferro** will provide some past detail on the communications strategy used.

- Suggestion to have the URL for the Bloomerang donation as part of the pdf.
Discussion on determining the best way to set up donation links. Still need more insight into how to accomplish this.
- For communication to the school / parent community consider reaching out to Simon and have a separate email blast
- Looking into new methods to target companies
- There have already been some sales of the Bonfire site for swag.

IV. Closing Items

A. Committee Next Steps

Next Development Committee meeting is

- Thursday September 14 2023 at 1pm TBD Location / Time

Next GLOBE Board of Directors meeting is

- Monday, August 28 2023 at 7:00 pm UC

B. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 2:00 PM.

Respectfully Submitted,
M. Hayes