APPROVED

TEXAS CENTER FOR ARTS + ACADEMICS

Texas Center for Arts + Academics

Minutes

TCA+A Strategic Plan Meeting

Date and Time
Wednesday April 16, 2025 at 9:00 AM

Location
Hyatt Place Fort Worth/Cityview
5900 Cityview Blvd.
Fort Worth, TX 76132

In-person Meeting Return: *Governor Abbott's March 2020 order temporarily suspending certain provisions of the Open Meetings Act due to the COVID-19 pandemic disaster expired August 31, 2021. Consequently,* ***TCA+A Board Meetings*** *will return to in-person meetings at Texas School of the Arts.*

Directors Present
Cheryl Bean, Daniel Bates, Leslie Scott, Michael Wellbaum, Steven Jones, Wes Poole

Directors Absent
Myong Chong

Directors who arrived after the meeting opened
Cheryl Bean, Michael Wellbaum

Ex Officio Members Present
Anika Perkins

Guests Present
Amy Prickett, Betsy Compton, Flor Cabrera, Jocelyn Greenman, Kiera Wallace, Krista Langford, Lacey Gaymon, Penny Clay, Torie Skinner

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I. Opening Items

A. Call the Meeting to Order

Leslie Scott called a meeting of the board of directors of Texas Center for Arts + Academics to order on Wednesday Apr 16, 2025 at 9:00 AM.

B. Record Attendance and Guests

II. Public Comments

A. Public Comments

- No Public Comments were made

III. Academics

A. TeSA USDE Title V1 Compliance Certification

Daniel Bates made a motion to approve TeSA's USDE Title VI Compliance Certification.
Wes Poole seconded the motion.
The board **VOTED** unanimously to approve the motion.

B. FWAFA USDE Title V1 Compliance Certification

Daniel Bates made a motion to approve FWAFA's USDE Title VI Compliance Certification.
Wes Poole seconded the motion.
The board **VOTED** unanimously to approve the motion.
Cheryl Bean arrived.

IV. Strategic Plan

A. Welcome and Recap

Dr. Perkins:

- Objectives
    - Identify and understand who our competitors are
        - Broke into small groups to research charter schools, private schools, non-profits, and ISDs

        - Search their website:
            - What's their structure, including board and staff overall makeup?
            - What positions and departments do they have?
            - Do they offer fine arts? If so, what types?
            - How do they fundraise or how do people donate?
            - What are their academic offerings?
            - What are their afterschool offerings?
    - Assess where we are with S&G Group's five priorities from last year's strategic plan meeting
        - Five priorities:
            - Strengthen TCA+A Board
            - Strengthen TCA+A Leadership structure
            - Heighten focus on academics
            - Enhance fund development
            - Strengthen TCA+A brand and marketing
        - Broke into small groups to assess our progess regarding the five priorities
            - Where do you think we are with each priority on a scale of 1 - 5
            - Based on your rating, jot down why/reasoning for that rating and can we improve upon it
    - Identify how the landscape of education is changing
    - Identify our line of business and ways to evolve
    - Create a Value Proposition Statement

Michael Wellbaum arrived.

B. Break

- 10:45am - took 10 minutes

C. Changes on the Horizon

Dr. Perkins:

- Presented an article, S*chool choice, vouchers and the future of Texas education* by Jaden Edison
    - School Choice
        - School Vouchers - families receive a certain dollar amount (voucher) to allow their students to go to private school - possibly $10,000
        - In addition, Education Savings Accounts (ESA) - families can receive up to $2,000 to allow home-school students to receive services at other entities
            - things like athletics, arts, advanced academics, etc.

- In Texas, each year, charter school enrollment is increasing AND more charter schools are opening
- Since 1996, 165 charter schools have closed, 189 are still active, and 1 is not active
    - How do we prevent ourselves from becoming a closure?
    - Last summer, 5 potential charters applied to open, of those 4 were approved by the State Board of Education to open
- More than 500,000 home school students between grades Pre-K through 12 in Texas, rising to match the number of students in charter and private schools combined
- Microschools are the new trend in education
    - Operate as a private school; tuition-based
    - 15 to 20 students, considered a school district

D. Where Are We Going and How Do We Get There

Dr. Perkins:

- What's in our brand? How do we brand ourselves in what's going to be a saturated education market?
    - Charter Schools, Microschools, Home Schools, Private Schools, and ISDs
    - Even ISDs are converting campuses to school of choice campuses; very intentional in how to bring students back, keep current students and recruit new students
- Ampified our community engagement
    - Arts Fort Worth's Summit; Dr. Perkins was a panelist
    - Cowtown Race - TeSA students participate
    - Fort Worth Chamber's Annual Meeting - TBC sang the National Anthem
    - Fort Worth Metropolitan Black Chamber's Sneaker Ball - Dr. Perkins, our market director and our development director attended
- FWAFA Early College High School grant received
    - $100,000.00 to offer our students dual credit program at no cost to them
        - We pay for tuition and books for these students' dual credits
    - Allows us to compete with other high schools and retain current students
- Texas Public Charter Schools Association Pilot Program
    - Education Savings Accounts (ESA) pilot program
    - Give TCA+A up to $10,000 to assist with piloting the program
    - Our focus will be offering fine arts through our after-school conservatories to home schooled students via satelite locations
- Create an effective value proposition
    - Article, *How to Create An Effective Value Proposition* by Catherine Cote
    - What is our brand offering? What job does the customer hire us to do? Why do they select us? What/Who competes with us for this job? What sets our brand apart from our competitors?

- Write/create your own value proposition statement for TCA+A

E. Lunch

- 12:16pm Lunch break coincided with Closed Session

F. KidPower Presentation

Deborah Jung presentation:

- Founder of Kids Who Care
- Outlined and shared her KidPower Leadership program
  - Entrepreneurship and the arts side-by-side
  - Five Points of Power (definition of power)
    - Encouragement
    - Vision
    - Efficiency
    - Role Models
    - Visibility

G. Break

- No break taken

H. KidPower Presentation

- Mrs. Jung completed everything in first timeslot

I. Announcements and Wrap-up Making the Connections for the Future

Dr. Perkins:

- Value Proposition with small group from earlier
  - Out of your 3 statements you prepared earlier, select the one that best serves TCA+A
- In every organization, it's important to know, "The business changes. The technology changes. The team changes. The team members change. The problem isn't change, per se because change is going to happen; the problem, rather, is the inability to cope with change when it comes." - Kent Beck

V. Closed Session

A. Convene to Closed Session

- Closed Open Session at 12:16pm
- Convene in Closed Session at 12:20pm

B.

Reconvene to Open Session

- Closed Closed Session at 1:35pm
- Reconvened in Open Session at 1:56pm

C. Action Item

- No action taken

VI. Closing Items

A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 3:56 PM.

Respectfully Submitted,
Leslie Scott

B. CERTIFICATE AS TO POSTING OR GIVING OF NOTICE