



# THE ACADEMY OF ALAMEDA

## The Academy of Alameda Charter School Board Marketing and Fundraising Committee Meeting

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### Date and Time

Tuesday January 5, 2021 at 6:00 PM PST

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### Agenda

	Purpose	Presenter	Time
<b>I. Opening Items</b>			<b>6:00 PM</b>
<b>A. Record Attendance</b>		Ron Whittaker	1 m
<b>B. Call the Meeting to Order</b>		Ron	1 m
<b>II. Public Comments</b>			
<b>III. Marketing and Fundraising Committee</b>			<b>6:02 PM</b>
<b>A. Meeting Agenda</b>	Discuss	Matt Huxley	55 m
Main Topics			
1. Update on Actions from November 11 Meeting			
2. Committee Input on New AoA Logo			
3. Fundraising			
- Actions that we can take this year to increase fundraising			
- Developing a strategic fundraising plan			
<b>IV. Closing Items</b>			<b>6:57 PM</b>
<b>A. Adjourn Meeting</b>	Vote		

# Coversheet

## Meeting Agenda

**Section:** III. Marketing and Fundraising Committee  
**Item:** A. Meeting Agenda  
**Purpose:** Discuss  
**Submitted by:**  
**Related Material:** Marketing\_Fundraising Agenda - 1.5.21 .pdf



**Meeting Agenda - 1.5.21**

**The Academy of Alameda's Mission:** The Academy of Alameda equitably develops students into critical thinkers and life-long learners who navigate the world with integrity, and who apply their learning to empower themselves and their communities.

**Envisioned Future:** All students will achieve at high levels and we eliminate the opportunity gap so that our students' destiny is not determined by their demographics.

**Committee Members:** Ron Whittaker, Matt Huxley, Stacie Ivery, David Forbes, Karen Zimmerman, Regina Brown, and Taqua Ammar.

Time	Topic	Outcomes/Activities	Decision, Input, etc. Consensus, vote, etc.	Notes/Links
20 min	Update since 11/10 meeting	<ul style="list-style-type: none"> <li>● Provide updates on Fundraising/Marketing Work                             <ul style="list-style-type: none"> <li>○ Determined process for determining logo                                     <ul style="list-style-type: none"> <li>■ ED, MKTG Chair and Board President</li> </ul> </li> <li>○ Logo update - sent options to OLT and Board - 13 of 15 members ranked them - some people provided comments</li> <li>○ Website - Company is working on design</li> </ul> </li> </ul>	N/A	

		<p>features that we provided them. Expected to be finished by mid-January. Will work with staff to write new content (program descriptions etc.)</p> <ul style="list-style-type: none"> <li>○ Enrollment video completed, Next steps: <ul style="list-style-type: none"> <li>■ 30 second spots</li> <li>■ Staff Recruitment Video</li> </ul> </li> <li>○ Social Media <ul style="list-style-type: none"> <li>■ Working with Larson Communications to target potential new families for enrollment - focus on Alameda residents</li> <li>■ Building Myleeka and Taqua's capacity</li> </ul> </li> </ul>		
15 min	Logo Input	<p><b>Outcome/s</b></p> <ul style="list-style-type: none"> <li>● Review input from OLT and Board members</li> <li>● Provide final input</li> </ul> <p><b>Activities</b></p> <ul style="list-style-type: none"> <li>● Committee members give final comments <ul style="list-style-type: none"> <li>○ Review potential torches</li> </ul> </li> </ul>	N/A	<p>*Click on the link to see three logo options (including our current one). 13 of 15 people who I emailed ranked them and there were 6 comments. Option A had the most 1st place votes and options B and C (our current logo) had the same number of 1st, 2nd, and 3rd place votes.</p> <ul style="list-style-type: none"> <li>● <a href="#">Proposed AoA Logos</a></li> </ul>
15 min	Building a strategic fundraising plan	<p><b>Outcome/s additional</b></p> <ul style="list-style-type: none"> <li>● Review current status</li> <li>● Gain consensus on the need to create a Strategic Fundraising Plan going into next year</li> <li>● Determine if there are members of this committee who want to assist with that project</li> </ul>		

		<p><b>Activities</b>  <b>Current status</b></p> <ul style="list-style-type: none"> <li>● Idea of having AoA's Annual Fundraiser             <ul style="list-style-type: none"> <li>- Benefit all students in specific areas</li> </ul> </li> <li>● Fundraising for targeted programs             <ul style="list-style-type: none"> <li>- Serving smaller groups of students (see below)</li> </ul> </li> <li>● Discuss the need to create a Strategic Fundraising Plan             <ul style="list-style-type: none"> <li>○ Identify who wants to work on this plan</li> <li>○ The idea of separating into 2 committees</li> </ul> </li> <li>● Potential (targeted) programs within AoA that we might raise money for next year.             <ul style="list-style-type: none"> <li>○ Black Girls Coding</li> <li>○ NPDL (Deep Learning Initiative)</li> <li>○ Ever Forward</li> <li>○ Equity and Inclusion Design Team</li> </ul> </li> </ul>		
5 min	Next Steps	<ul style="list-style-type: none"> <li>● Identify actions to take before next meeting</li> </ul>		

**Next meetings:**

- **February 9**
- **March 30**
- **May 11**

