APPROVED

Brevard Academy

Minutes

Development Meeting

Date and Time
Thursday April 11, 2024 at 8:15 AM

Mission:
The Mission of Brevard Academy is to prepare its students to achieve academic excellence through the Core Knowledge Sequence. Through a partnership involving students, teachers, and parents the school strives to create citizens with strong moral character and active intellectual inquiry.
Vision:
Brevard Academy: A Challenge Foundation Academy (BA-CFA) a K-8 public charter school develops and encourages motivated, intellectually curious students who are skilled in critical thinking, individual expression, and problem-solving. From their diverse backgrounds, students accept our challenge to pursue personal and academic excellence. Through this pursuit, they become confident members of their community who lead by serving others.

Strategic Goals:

1. Recruit, Hire and Retain Highly Effective Personnel
2. Engage Our Communities

Committee Members Present

Megan Monk

Committee Members Absent
Camy Stirling, Laura Gray

Committee Members who arrived after the meeting opened
Megan Monk

Ex Officio Members Present
Ted Duncan

Guests Present
Jennifer Silva

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

C. Approve the Agenda

The committee approved the agenda.

D. Approve Minutes

II. Development

A. Fundraising

Birthday Bash

- The event did not have a fundraising-specific goal.
- The event raised $2,504.00.
- The event was designed to re-connect with alumni and former connections to the school. This was achieved.
- Send a letter to attendees and give them links to our donation page.
- Use this as an opportunity to strengthen ties to the giving community.

Fundraising Platform--Flipcause

- Annual cost is $3,000.00.

Engaging Opportunities for donation asks

- Fall Pack Competition
    - Most amount of money
    - Percentage of Participants
    - Numbers of donors
- Open House
- Homecoming
- Parade
- Birthday Bash=Spring Gala

Business Sponsors

- Create business sponsorships.

B. Strategic Marketing

Megan Monk arrived at 8:33 AM.
Fundraising

- One-Pager from State of the Charter
- Rhodes creates the envelopes
- Ted will bring this to the next committee meeting.
- Sell space on the marquee.
    - Summer month sponsorship.
    - Weekly birthday wishes.
    - Ted will get information on pricing and time to create the slides.
    - Personal well-wishing.
- Basket Raffle idea.

Rhodes Current Marketing

- Advertising for students--Teacher Feature Campaign.
- Carpe Diem
- Summer Top Ten Reasons to be a Bulldog
    - Be a student
    - Be a staff member
    - Be a middle school student.

C. Board Member Recruitment

Tyree Griffin--Facilities Interest
Development Experience--Needed

III. Closing Items

A.

Adjourn Meeting

Tasks

Ted

- Thanks yous to donors.
- Thank yous to attendees.
- Annual Ask and Level of Donation Document.
- Pricing on marquee and time needed to change.
- Rhodes--Donation envelope.

Megan and Camy

- Fall concept for Internal Pack Competition--1st Quarter.
- Look at the calendar for opportunities to have parents on campus.

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 9:25 AM.

Respectfully Submitted,
Jennifer Silva

This meeting is a public meeting of the BA-CFA Board in public for the purpose of conducting the School Corporation's business and is not to be considered a public community meeting. There will be time for public participation as indicated on the agenda.