



**BOARD REPORTS
JANUARY 2021**

The following reports are included:

- 1) President / CEO
- 2) Executive Vice President
- 3) School Principal
- 4) Development Coordinator
- 5) Campaign Update
- 6) Governance Committee
- 7) Finance Committee

CEO Report
VMA Board Meeting – 1.13.21

Capital Campaign

(Please see campaign update document provided by Campaign Coordinator)

Building Project

We have had several meetings with our lead contacts at Fawley Bryant and Tandem to discuss the VMA new school building project. We have made significant progress toward refining total cost estimates for the project. In addition, they have provided us with a comprehensive timeline for the project with fee estimates attached. This information will enable us to consider then decide on the launch path in the weeks and months ahead.

School Model – Drexel Fund

We have been informed by Drexel Fund that it is their intention to recommend to their Board of Directors that VMA become a funding recipient. This meeting is scheduled to occur in February. We continue to provide them with updated information that they request to complete the grant request information that we provided them this time last year.

We will need to consider then decide whether it is in the best interests of VMA to shift to an independent school model or to remain a charter school. This will need to be a thorough process occurring in the next few weeks that will include school leadership as well as our Board, which will ultimately be responsible for making the final determination on our school model.

Executive Vice President Report
Prepared by Louis Parker

- Louis Parker (EVP) has taken over as acting CEO at the request of Mark Smith (Board Chair) while Neil Phillips (CEO) is on medical leave.
- Financial review will be given during the upcoming board meeting by KB.
- **We need to stay focused on enrollment and revenue shortfall.** Enrollment at 84 students versus 100 DOE student funding resulting in a \$120,000 revenue shortfall exposure. State and district have not decided whether they will fund at the 100-student level after February. Also, behind on donation targets.
- Tiffany has completed a recruiting course and has several recruiting events planned for Jan.-Feb 2021.
- 990 completed and reviewed.
- Conversion to KB complete. Donations reconciled for this school year and a process implemented to ensure donor database and financials reconcile.
- No outstanding HR issues. Tiffany has implemented an excellent performance and evaluation process for the school. Resources will be required to augment development efforts.
- Operations of the school are running well except for the internet where we're investing in upgrades. Security cameras installed throughout campus. No campus incidents reported.
- Board recruiting process underway. Process for candidate selection and interviews has been developed. Initial discussions with candidates completed December 15th. Next group of possible candidates are being identified. Targeting 15 board members.
- Improving VMA awareness through TV (Empowering Voices, CEO Interview, Holiday Commercial), recruitment video, billboard and community events



Principal's Board Report 1/13/2021 Prepared by Tiffany Mickens

• **General Update**

- Staff returned on Jan. 4th. We held report card conferences on Jan.5th. Students returned to school on Jan. 6th. As always, our focus is on helping those who may have had a difficult break and getting our students reacclimated to our culture.
- We were mandated by the state to submit a plan for learning in the Spring, similar to the one we did when the school reopened in the Fall. The only updates were that we have to hold after-school tutoring and notify e-learners of our recommendation that they attend face-to-face learning.
- Tutoring will be held on Tuesdays and Thursdays with the Aspire to Inspire Youth Program.
- We have been awarded a \$71,000 grant by the Community Foundation of Sarasota for the Strauss Initiative. This initiative was funded to help identify and support students with dyslexia and general Reading support. VMA was identified as the pilot school for this grant. A formal press release is in the works.

• **Academics**

- i-Ready
 - We have our baseline data from testing that took place in September.

	Reading	Math
Tier 1 On or Above Level	6%	6%
Tier 2 1 grade level below	48%	55%
Tier 3 2 or more grade levels below	46%	39%

- Our next assessment window is 1/11/ - 1/122. From this assessment, we will be able to see how much our students have grown in Reading and Math using iReady.
- We are preparing for FSA Testing, which is scheduled to happen in Spring. We are using the next assessment window to practice what FSA testing will look like by having a secure testing environment on 1/11 and 1/19. In addition, we will have an FSA SHINE Camp during the week of Spring Break (Week of March 15th).

Selflessness • Honesty • Integrity • Niceness • Excellence



- **Focus**

- Based on the data we are continuing the following:
 - Weekly Grade Level Meetings (K-1, 2-3, 4-5) for Professional Development, Lesson Planning and Best Practice Sharing
 - 3-week cycle meetings for students who are identified as Tier 2 and Tier 3
- Another focus is Middle School Advising for our 5th graders. We are in the process of helping them to identify what school they will attend for 6th grade and completing the necessary documentation.

- **Current Enrollment**

- Our current enrollment is 82 students.
- We are implementing the following recruitment initiatives:
 - Billboard Ad
 - Event for Newtown Residents
 - Incentivizing our parents to recruit
 - Student Council will do a breakfast initiative on the sidewalk for parents/students who walk to our neighboring school

- **Upcoming Dates**

- iReady Testing: 1/11-1/22

- **Board Approval Requested at 1/13/21 meeting**

- The following teachers are out-of-field
 - Tanisha Knight-ESOL
 - Kim Kassin-ESOL
 - Suzi Shea-ESOL
 - Rudolph Graber-ESOL
 - Edward James- ESOL

Development Office Overview

Prepared by Jo Johnson, Development Coordinator

Development Administration

- Lead Donor Perfect operation
- maintenance/refinement
- tracking of donations on ongoing basis – keep current
- Sync w/related platforms (e.g. Raisn)
- Manage all Advancement ‘back office’ needs

Donor Perfect

Working with Kerker Barberio on reconciling donations reported in Donor Perfect compared to the accounting software from July 1st, 2020 through current day. We have been meeting every other week reviewing the differences and making appropriate updates. We have successfully reconciled the 2 systems through November 2020 and identified the differences through current day as timing only (due to the Christmas break).

Donor Solicitation

Current: End of Year Appeal

Upcoming: Love Launch (planning phase TBD)

- Jo Johnson has created a calling lab compiled of volunteers from previous events. Calls are being made to donors from a list compiled from Donor Perfect.
- The calling lab has taken place every workday since Dec 1st and will end Jan 15th.
- The following documents can be provided upon request:
 - Volunteer list
 - Calling script
 - List of donors that have donated as a result of dialing

Communications & Events

- The Development team is currently planning for the next VMA Fundraiser: Love Launch
- A list of "friends/partners" is being developed and will be shared with the appropriate people for input to ensure work is not being duplicated.
- Supporting the Communications team to troubleshoot issues as they arise with donors and chosen online platforms.
- Making immediate contact with donors who might consider a donation of \$500+ to sponsor the event.
- Participating in daily Zoom calls to update staff and VMA stakeholders on key developments and updates regarding Advancement.
- Supporting the communications team in the creation of weekly Shine Online content. This includes sharing photos, verbiage to be communicated to the VMA community
- Updating spreadsheets which track the donations and donors for Love Launch!

Project Visible

Intended Long-term Goals of Project Visible:

- Potential major donors
- Potential VMA Board Members
- Advocates/Connectors both locally and nationally

Community Partners

Leading cultivation and management of all Community Partners

Upcoming partnership

- Walt’s Fish market
- Astro Skates
- Bradenton Beach Marina

**Visible Men Academy
Campaign Report
January 4, 2021**

Campaign Update

I. Gifts Received To date = \$147,583

- a. Future monthly updates will include a table format capturing greater detail on prospects, solicitations, gifts and pledges.

II. Ongoing Efforts

- a. Campaign Cabinet
 - i. Initial Campaign Cabinet Meeting 12/16/20 including Campaign Co-Chairs: Jim Cash, David Grain, Tom Scott
 - ii. Louis and Neil are also current Cabinet Members supported by Josephine Eisenberg (Campaign Coordinator) and led by Turk Lewis for Carter (Campaign Consultant)
 - iii. Monthly meeting schedule is being finalized through March 2021
 - iv. Additional meetings are being scheduled with cabinet members to discuss major donor prospect development
 - v. Cultivation work ongoing for additional Cabinet appointments
 - vi. Chairs' review of Case for Support draft
- b. Board Campaign Engagement
 - i. Campaign Overview Meeting with during Board meeting (10/14/20)
 - ii. Meetings with Turk on individual roles in campaign, VMA story, major donor prospect development
 - a) 2 meetings completed
 - iii. Leadership Phase (Board and Campaign Leadership) Solicitation ongoing
- c. Campaign Orientation Meetings
 - i. Five meeting requests sent 12/14 for December meetings (Corporate, Leadership, Communications, Schoolhouse and Advancement)
 - a) 1 meeting completed; 1 meeting scheduled

- d. Campaign Materials Development
 - i. Campaign Policies and Procedures, Pledge Form, Provisional Gift Pyramid and Campaign Plan Overview approved
 - ii. Campaign name, theme, logo and branding approved by Steering Committee pending input from Campaign Cabinet
- e. Prospect Identification and Review
 - i. Wealth screening of VMA's current donor base completed
 - ii. Peer review ongoing to inform sequencing and strategy for solicitation of VMA leadership, corporate contacts and early individual solicitations

III. Upcoming Action Items

- a. Campaign Awareness
 - i. Awareness Plan, scripts, awareness event agendas, invitations and potential host lists are under development
 - ii. Plan for one campaign awareness event every 3-4 weeks from February 2021 to May 2021
- b. Communications Plan Development
 - i. Campaign Communications Plan Draft completed
 - ii. Case for Support final edits in process
 - iii. Campaign webpage refresh to include co-chair bios, updated messaging, branding elements and imagery
 - iv. Case for Support finalization deadline 3/1/21
- c. Prospect Review
 - i. Continue to add prospects, validate prospects, prioritize prospects and build cultivation and solicitation strategies for Leadership, Corporate and Early gift categories
- d. Leadership Phase: January 2021-March 2021
 - i. Review of Leadership Phase Plan at Leadership Campaign Orientation to confirm timeline, process and participants
 - ii. Schedule and complete solicitation orientation/training for Leadership Phase solicitors and others as appropriate

Governance Committee Report

Prepared by Willie Clemons

Since the August 26, 2020 Board of Directors meeting, the Governance Committee has been dutifully working on the following:

1. Board of Directors Expansion, Recruitment and Onboarding

With the original goal of adding 10 new Executive Board members by January 30, 2021, an approved recruitment process was put in place. A list of 19 candidates were recommended and vetted with a 3-tiered process of execution. As of now, we have interest from 2 candidates. The next step will be to schedule a virtual meet and greet with each candidate before making a formal nomination for board approval.

It has been recommended that an offer to serve on the VMA Board of Advisors can be made to potential candidates as well if they are not able to meet the commitment requirements to serve on the Executive Board of Directors.

The Recruitment and Onboarding process will continue with the next phase of the 3-tiered process. Meanwhile, the committee is open for recommendations and discussions.

Below are the names of potential new board member candidates suggested to the Governance Committee:

Dennis Archer – not able to commit at this time
Gerald Bruce – has expressed interest in joining
Sam Carter
Warren Colbert, Sr.
Rick Frazier
Betsy Friedman
Donald Frieson – not able to commit at this time
Ralph Hughes – not able to commit at this time
Dolly Jacobs
Ron Johnson – not able to commit at this time
Tomeika Hunter Koski
Dr. John Maupin – has expressed interest in joining
Neil Miller
Nancy Parrish
Ron Parker – not able to commit at this time
Javi Suarez
Roland Thornton
David Rawlinson
Reggie Williams

2. Board Committee Roles and Responsibilities

Roles and responsibilities of the following Executive Board of Director committees were developed and approved and will be shared with the Executive Board.

Finance Committee Report
Prepared by Louis Parker

Committee Members:

Patrick Amoaku, Louis Parker, and Mark Smith

The finance committee met with Kerkering Barberio (Jenny Glassmoyer and Jocelyn Jordan) on November 19, 2020 to review financial charts and formats for board reviews and financial updates.

Financial documents will be presented by Kerkering Barberio at every board of directors' meeting.

VMA's 990 has been reviewed and was approved by Patrick Amoaku on January 5, 2021.