

AGENDA

Wednesday, September 11, 2019 – 7:30 a.m.
Spellman Education Center #126

- A. **Call to Order**
- B. **Introduce East HS Student Representative** – Kayla Fusaro
- C. **Approval of Minutes for the meeting held June 19, 2019**
- D. **Treasurer’s Report - John Scully**
- E. **Strategic Plan Reports**
 - Goal A - Increase Community Visibility and Support
 - Goal B - Increase Financial and Program Partnerships
 - Goal C - Provide Financial Support for On-Campus Programs
 - Goal D – Maintain Effective and Efficient Foundation Board
- F. **Annual Reorganization Meeting – October 2, 2019 – 7:30 a.m.**
 - Official Board Members with term dates
 - ✓ Current board member terms ending October 31, 2019:
 - Rose Cappelli & Robin Harkins terms have completed the two term limit
 - Deb Maccariella – has agreed to serve a 2nd term
 - Lori Cushman is serving Liz Golding’s unexpired term that ends 10/31/2019 - seeking Lori’s approval to serve a full 1st term
 - ✓ Two term limits as per by-laws
 - Vacancy appointment(s):
 - ✓ We need someone to replace Deb Fell whose 1st term expires 10/2020 and Rob Partridge whose 2nd term expires 10/2020
 - Appoint nomination committee
 - ✓ Slate of Officers – need by October meeting
 - ✓ Need President, Vice President, and Secretary
- G. **Harlem Wizards Fundraiser**
 - Update
 - Timeline
- H. **Other**
 - Donorchoice.org

Wednesday, June 19, 2019 Meeting Minutes
West Chester Area Education Foundation

In attendance: Rose Cappelli, Lori Cushman, Paul Dougherty, Stacey Fuller, Kayla Fusaro, Debra Maccariella, Laura Melfi, Jennifer Neill, Doug Pacitti, Mark Purcell, Vicki Reilly, Jim Scanlon, John Scully

Guest: Charlise Cooper, Intern at West Chester Dept. of Human Services

Not present: Linda Cherashore, Jack Ellis, Deb Fell, Donna Foley, Robin Harkins, Beth Hayes, Dianne Herrin, Rob Partridge, Sean Rinda, Drew Stanley, Seema Thomas, Josh Winter, Ken Witmer

- A. Call to Order: Mark Purcell called the meeting to order at 7:40 a.m.
- B. Approval of Minutes: Jim Scanlon and Laura Melfi moved to approve the minutes of the April 10, 2019 Board Meeting. The motion carried.
- C. Introductions
Two new board members were introduced: Kayla Fusaro, Student Representative from EHS, and Paul Dougherty, representative from Fulton Bank. Deb Maccariella introduced her intern, Charlise Cooper.
- D. Treasurer's Report: John Scully reviewed the Treasurer's report. The fund balance for this period is \$66,006.15. There were five disbursements made during the period. Mark Purcell and Laura Melfi moved to approve the disbursements. The motion carried.
- E. By-laws amendments
The following amendments to the by-laws were proposed:
 1. Article VI – Directors Section 6.2 Number of Directors
The number of Directors shall not be less than nine (9), nor more than twenty-four (24)
 2. Article VII – Officers and Executive Directors Section 7.7 Presiding at Meetings
In the absence of both the President and Vice President, any other officer of the foundation may preside at the Board Meeting
 3. Article X – Rules of Order Section 10.1 Fiscal Year
The fiscal year shall begin January 1st and shall end December 31st

Rose Cappelli and Vicki Reilly moved to approve the amendments. The motion carried.
- F. PFEW Update
Jim Scanlon requested funding for an additional 8 students to attend. Lori Cushman and Stacey Fuller moved to approve the funding. The motion carried.

G. Housekeeping Items

1. Board of Directors Terms – Deb Maccariella’s first term is expiring in October. Rose Cappelli and Robin Harkins will complete their second terms in October.
2. Jim Scanlon announced the meeting dates for 2019-2020. The Annual Reorganization meeting of the board will be held on the first Wednesday in October (Oct. 2) instead of the second Wednesday.

H. Harlem Wizards Fundraiser –

Vicki Reilly updated plans for the Nov. 8, 2019 Harlem Wizards fundraiser. Sponsorships are beginning to come in. Committee meetings are set for July 23 and Aug. 28 at 8:00 a.m. There was some discussion about the pros and cons of moving the event to April for 2021. A change in date might help us secure a bigger venue so that more tickets could be sold. The committee will discuss this option.

I. Strategic Planning 2018-2019 Progress Report

Goal A – Increase Community Visibility and Support

Updates were given. The focus for the upcoming year should be to locate WCASD graduates within the business community; advertise with more short videos of completed mini-grant projects

Goal B – Increase Financial Program Partnerships

Mark Purcell and Paul Dougherty were added to the committee. Laura Melfi will co-chair with John Scully. Funds raised at the Holiday Auction, Annual Breakfast, and Harlem Wizards event exceeded goals. There is a need to continue to search for grants.

Goal C – Provide Financial Support for On-Campus Programs

\$34, 640 in mini grants and \$6000 in community programs were funded. Need to continue to fine-tune and update the application process. Mark Purcell was added to the committee.

Goal D- Maintain Effective and Efficient Foundation Board

Need to consider adding seats on the board for alumni. Will need to fill seats of those board members completing their second term.

J. Strategic Planning 2019-2020

Committees will set dates to meet from June 20- August 30. Action plans are due on or before Sept. 4. Committees will report to the board on Sept. 11.

Next meeting: Wednesday, September 11, 2019 7:30 a.m.

Goal A: Increase Community Visibility and Support

2019-20 Committee Members: Jack Ellis(co-chair), Jen Neill, (co-chair), Donna Foley, Dianne Herrin, Vicki Reilly

Objectives	Strategy	Assigned	Resources	Target Date	Final Outcome Assessed
A1. Expand visibility and engagement of Foundation with mission appropriate partners					
	Speak with West Chester Area Chamber to locate business owners who are graduates of WCASD				
	Schedule breakfast meeting to present opportunities for job shadowing, shark tank, 21st century learning initiative, etc.	Jim Scanlon			
	Topics for the meeting: Connection with Foundation, feedback for strategic plan, need for volunteers to help with shadowing, career day speakers, show data on how well kids do after graduation				
A2. Increase visibility of Foundation	Educate potential donors that the Foundation is related specifically to the school district - Recognize donors at the breakfast				
	Contact vendors such as Krapf, Berkheimer, On the Go Kids, etc.	John Scully			
	Include monthly section in district News and Notes highlighting Foundation mini-grant projects	Jen Neill			
	Possible creation of WCAEF Facebook and Instagram account	Jen Neill			

Goal A: Increase Community Visibility and Support

2019-20 Committee Members: Jack Ellis(co-chair), Jen Neill, (co-chair), Donna Foley, Dianne Herrin, Vicki Reilly

Objectives	Strategy	Assigned	Resources	Target Date	Final Outcome Assessed
	Create social media strategy that prioritizes storytelling and opportunities for students	Jen Neill			
	Update informative video about WCAEF that highlights the foundation's mission and how people can help.	Jen Neill			
	Continue to have foundation representatives present at popular West Chester community events to talk about the mission of the				
A3. Increase administrative, faculty and student program availability, opportunity and resources	-Mention to WCAEA in July (Jim) -M C-C to let teachers know about mini grant opportunities, donating to the classroom via payroll deduction, and job shadowing opportunities. -let club advisors know they can fund programs with donations through the foundation (like RHS Sci. Oly. and EHS DECA)	Jim Scanlon John Scully			Club advisors were made aware of opportunities. DECA, Science Olympiad and FBLA are the only ones showing interest so far.

GOAL B: Increase Financial Program Partnerships				
2019-20 Committee Members: Laura Melfi, John Scully (co-chairs), Jim Scanlon, Drew Stanley, Ken Witmer, Josh Winter				
Objectives	Strategy	Assigned	Resources	Target Date
B1. maintain financial resources to a minimum of \$100,000	EITC Funds to \$60,000. Create list of previous EITC donors Ask Board members to sign up to contact companies on the list to solicit EITC funds.	Board		Nov 2019 - List to Board members to select companies to contact Dec 2019 - Assign remaining companies on list to Board members for calls
* Estimated FB of \$45,000 by December 31, 2019				
B2. Seek additional funding	Seek Additional Grant Sources: Goal \$25,000	Jim Scanlon, Paul Joyce, Beth Hayes, Jen Neill		
	~ Verizon ~ Vanguard ~ Citizen's Bank ~ Microsoft ~ Chester Co Community Fdn ~ Other?	Obtain at least one new grant this year	Need to conduct search of grants	
	Continue with Science Olympiad matching gifts			

GOAL B: Increase Financial Program Partnerships				
2019-20 Committee Members: Laura Melfi, John Scully (co-chairs), Jim Scanlon, Drew Stanley, Ken Witmer, Josh Winter				
	Continue focus on establishing partnership expansion with DECA at all 3 schools and with FBLA at HHS?	John Scully	Scully to provide sample letter of solicitation. Beth Hayes to assist with "pushing the concept"	
B3. Annual Breakfast	May 3 - Annual Breakfast	Jim Scanlon / Jen Neill to complete flyer for the breakfast		November 2019
	Food - donated by Aramark	John Scully -Planning Committee		January 2020
	Goal to raise \$5000			
	Solicit sponsors			December 2019- January 2020
	Sponsorship forms/Information distributed at Harlem Wizards fundraiser in November of 2019			
	~ Continue sponsorship levels: Table=\$1000, (10 tickets), \$500 (4 tickets), \$250 (2 tickets) - ads for all levels			January 2020 committee to meet
	Recruit a "wow" presentation	Bring back success stories for speakers		February 2020 - begin marketing plan to parents
	~ Change format to be more student centered with 45 minutes breakfast and 45 minute formal presentation. Include formal recognition of EITC and Fundraiser sponsors.	Breakfast Planning Committee		May, 2020 Breakfast date

GOAL B: Increase Financial Program Partnerships				
2019-20 Committee Members: Laura Melfi, John Scully (co-chairs), Jim Scanlon, Drew Stanley, Ken Witmer, Josh Winter				
	Recognize the EITC and Wizard event sponsors			
B4. Spellman Holiday Auction	December 2019 Spellman Holiday Fundraiser - Goal is to raise \$4,000 We need:	Jim Scanlon Linda Cherashore		December 11, 2019 at Spellman Education Center
	~ A student and/or teacher speaker			
	~ Need for board members to support event			
B5. Maintain 100% Board Commitment				
	Define as 100% board commitment - could be business contribution, individual or sponsorship of an activity or event, EITC from company			
B6. Fundraiser - Fall, 2020	Review fundraiser from Fall of 2019 to determine profitability of the event and to determine if a different venue is needed.			January - February 2020
B.8 - Hold EITC breakfast in February - Annual event to showcase programs from students - <i>No charge but solicit a breakfast sponsor</i>	Bring students in from past grants. Videotape students at Holiday break who may not be able to make breakfast in February	Jim Scanlon to talk with Maddie Filetti to see if she would be interested in speaking at the event		February 2020
B8. Other funding sources	Send reminder to staff about the availability of the payroll deduction to support the mission of the Foundation	John Scully		

Goal C: Provide Financial Support for On-Campus Programs

2019-20 Committee Members: _____, L Cushman, J Ellis, D Fell, S Fuller, D Maccariella, D Pacitti, M Purcell, V Reilly, J Scanlon, J Scully

Objectives	Strategy	Assigned	Resources	Target Date	Final Outcome Assessed
C1. Improve Application and process	Set dates for submission, review and decision	Committee		summer 2019	
	Revisions to application and flyers updated	Patrick L./Cherashore		end of July/Aug	updated to include name of grant
	Committee meets to review revised application, timeline and rubric.	Committee		end of July/Aug	committee met 7/17 and approved timeline
	Send mini grant announcement in the summer	Jim Scanlon - August 15		mid August	Sent announcement in early September
	Remind @ Sept/Oct Faculty meetings	Jim Scanlon - email reminders to staff			
	Review submissions /request revisions	Committee Chair reviews	need chair	til 10/31/2019	
	Grant applications due			October 31, 2019	
	Review and score applications	Committee		Nov. 4-Nov. 15, 2019	
	Committee mini-grant selection meeting	Committee - mark your calendars	Committee	November 20, 2019	
	Grant Announcement			December 2, 2019	
	Final Assessment	Linda Cherashore		Due end of May 2020 - to include example of good final report with email	
C2. Promote Projects	Promote within home schools and across district	Jim Scanlon, principals and awardees	Letter from Jim		
	~ Awardees speak to their home school about projects				
	~Flyers: via email, hard copy to schools, hand out at induction	Jim Scanlon/Linda Cherashore/Beth Hayes		mid August	
	~ Schools post pictures/videos at the beginning on the year to affirm and market				

Goal C: Provide Financial Support for On-Campus Programs

2019-20 Committee Members: _____, L Cushman, J Ellis, D Fell, S Fuller, D Maccariella, D Pacitti, M Purcell, V Reilly, J Scanlon, J Scully

Objectives	Strategy	Assigned	Resources	Target Date	Final Outcome Assessed
	Continue to fund mini-grants at \$2,500 and community projects at \$2,000	Committee			
C2. (promote projects) continued	Develop document showing who, what, when and how much (since inception) and distribute to schools as a marketing tool	Cherashore	spreadsheet developed with history of mini grants to staff		
	Direct applicants to samples found on the web again emphasizing the need for outcome measures				
	Reviewers provide feedback with quick initial screening and invite resubmission	Committee			
	Insure spending EITC monies	Jim/Committee			
	Develop policies regarding:	Committee	Continue		
	a) Repeat applicants		review on case by case basis		
	b) Multi-year projects				
	Use available funding for mini-grants and community grants	Committee	Jim Scanlon/Finance Committee		
	Ask teachers to contact communications for sharing mini grant projects with staff/parents/community	Beth/Linda	send info. mini grant award email		

Goal D: Maintain Effective and Efficient Foundation Board

2019-20 Committee Members: Jim Scanlon (chair), Stacey Fuller, Seema Thomas, Ken Witmer

Objectives	Strategy	Assigned	Resources	Target Date	Final Outcome Assessed
D1. Provide support to the two main fundraising committees	1. Breakfast committee needs to review protocol for the event as outlined in Goal B	Committee chair		Date for annual breakfast - May 3 - RHS	Annual breakfast held, recognition completed new date set for May 1, 2020
	2. Wizards committee sets parameters for ticket sales	Committee chair		Date for Harlem Wizards FR Nov. 16 - 7 pm at EHS	Nov 8 @ 7 pm at EHS
D2. Define role for alumni as part of the Foundation	1. Review work already done in this area. Form a small committee to write clear definition of role of alumni	Committee	Rather than form an alumni committee, the Foundation to send information to known alumni for promotion of events		-not met -need to add seats on board for alumni -need to promote in chamber newsletter identifying local alumni and businesses take ad out in DLN
D3. Replace outgoing board members	1. Continue to identify a student representative from a district school on an annual basis so each school has the opportunity to be represented.	Jim Scanlon		RHS student rep in 2018- Gracie Cleveland	Kayla Fusaro 2019 class president from East HS rep
	2. All board members to submit potential names for board candidates	All board members		Confirm interest in serving 2nd term for the following board members: Dianne Herrin, Doug Pacitti, Mark Purcell, Vicki Reilly, Ken Witmer - Need to establish a nominatiing committee	Confirm Deb M. interest in serving 2nd term Need to fill these seats: Rose Cappelli Liz Golding Robin Harkins

Goal D: Maintain Effective and Efficient Foundation Board

2019-20 Committee Members: Jim Scanlon (chair), Stacey Fuller, Seema Thomas, Ken Witmer

Objectives	Strategy	Assigned	Resources	Target Date	Final Outcome Assessed
D4. Expand Personnel Resources of the Foundation	1. Look for ways to use WCASD staff as points of contact (eg. DECA/Sci. Oly. club donations can be championed by Business Ed. Supervisor	Jim Scanlon John Scully	How do we push this out to the right groups? Create club sponsor email list?		



Important Dates for 2019-20 School Year

Wednesday, September 11, 2019, 7:30 a.m.

Board Meeting

Wednesday, October 2, 2019, 7:30 a.m.

Annual Organization Board Meeting

Friday, November 8, 2019, East HS Gym, 7:00 p.m.

Harlem Wizards Fundraiser

Wednesday, December 11, 2019, **11:00** a.m.

Board Meeting

Annual Holiday Luncheon and Auction, 12 noon

Wednesday, February 12, 2020, 7:30 a.m.

Board Meeting

Friday, February 21, 2020, 7:30 a.m.

Annual EITC Breakfast Fundraiser

Wednesday, April 8, 2020, 7:30 a.m.

Board Meeting

Friday, May 1, 2020, 7:30 – 9:00 a.m.

Annual Breakfast - tentative

Wednesday, June 24, 2020, 7:30 a.m.

Annual Board Planning Meeting

**All board meetings are held at the Spellman Education Center
782 Springdale Drive, Exton PA 19341**