



BOARD MEETING NOTES

Wednesday, November 13, 2019

Apologies for absence: Mr. Paul Stephens

1. Opening Remarks and Introductions (Bishop Ed Stephens Jr.)

1.1 Welcome

Bishop Stephens called the meeting to order.

1.2 Acquisition Update (Bishop Ed Stephens Jr. + Mr. David Middleton)

Mr. Middleton provided an update on the acquisition. STAR Academy currently occupies 85% of the building, and the Golden Gate Development Corporation (GGDC) is in the final steps of acquiring the building.

2. Academic Report (Mr. James Johnson)

2.1 Afterschool Enrichment

Mr. Johnson communicated the details of the enrichment program and the funding it will cost to adequately staff that program (approximately \$7,200). Dr. Stephens assured the Board that he would work hard to secure funding for this.

The program will provide our scholars with enrichment support to ensure advancement on the Common Core State Standards for the Spring 2020 TN Ready/TCAP Assessment. Scholars will receive reading and math instruction in a smaller group setting that will afford them the opportunity to receive more personalized support.

2.2 Content Lead Development

The Content Leads receive bi-monthly development with regards to adequately supporting teachers through modeling of lessons, internalization plans, and the observation and feedback model. Mr. Johnson and the Dean of Academics create a monthly scope that includes professional development, teacher observations, and practice sessions to support lesson internalization.

Each of the Content Leads are observed by the Leadership Team to provide ongoing feedback and support. They also attended the TN Charter School Conference and will be turn keying the information to the rest of the staff.

2.3 National Read For The Record

Mr. Johnson thanked all the team and Board Members who participated in this day. It was an

outstanding day where community leaders and stakeholders were able to read to our children and share some of their stories.

Mr. Johnson committed to letting Board Members know of future opportunities to support our children.

3. Operations Report (Dr. Ed Stephens III)

3.1 Marketing/Advertising

3.1.1 DCA Engagement (Doug Carpenter and Associates) Update

Dr. Stephens updated the Board on STAR's potential working relationship with DCA.

Unfortunately, DCA currently have a capacity overload and don't have the ability to take on new clients.

3.1.2 Contract with local blogger

Dr. Stephens shared our aggressive enrollment goals, focusing on growing STAR's student population to 350 by fall 2020. To that end, we're looking for ways to bridge the gap between STAR's social/digital strategy and community engagement; somebody to be the champion of our narrative, and how that narrative ties in with the momentum in our city and the momentum within 38128 and 38127.

Dr. Stephens has connected with several companies (for example Baby Grand and Red Deluxe).

Dr. Stephens noted to Mr. Henderson that he has twice reached out to Mr. Henderson's referral.

3.2 Personnel Update

A confidential update was provided regarding personnel.

Dr. Stephens also communicated that we are actively exploring options for a new security firm.

3.3 Fundraising

3.3.1 Needs Assessment (Google Doc)

Dr. Stephens noted that a Google document is being shared in order to help Board Members clearly articulate the direction we're heading – both short term and long term – when meeting with prospective donors. The document will highlight the various needs that we're trying to meet to better serve our scholars, for example SEC prep materials, intervention curriculum, a science lab, a teacher equity grant, a new playground, etc.

This document will be shared with the Board shortly.

3.3.2 Gift Updates

- STAR received a donation of \$15,667 from Memphis Education Fund.

Dr. Stephens invited Board Members to attend the photo opportunity on Nov 14th, and he thanked Mr. Paul Stephens for agreeing to be present.

- STAR has a soft commitment from a local nonprofit to fund annual college tours.

- STAR also has a soft commitment for an annual gift of \$3k-\$8k. Dr. Stephens is currently finalizing what that contribution should look like.

3.3.3 Board Engagement / Friend Raising

Grizzlies Foundation (Mr. Brandon Arrindell)

Mr. Arrindell shared that he works closely with the Grizzlies Foundation. They are looking to pilot an elementary program where mentors come and mentor the children. This is an active conversation and Dr. Stephens is exploring what that programming and funding can look like.

This will be an extremely positive opportunity to partner with the Grizzlies Foundation.

Dr. Stephens thanked Mr. Henderson for his continued work with connecting STAR Academy to companies across Memphis, (eg. Nike, AT&T). Dr. Stephens commented that he's in constant meetings daily due to Mr. Henderson leveraging his resources and circles of influence.

Dr. Stephens also thanked Mr. Paul Stephens for helping facilitate and think through what it means to have an endowment and connecting the dots between an endowment and funding.

3.4 STAR Giving Campaigns

3.4.1 Eagles Fund

Friends of STAR, Grants, Community Partners (\$20,000)

This goal was increased to \$30k to take the donation from Memphis Education fund into account.

3.4.2 STARS In Need Fund

Students below poverty threshold, \$20.04 monthly (\$10,000)

3.4.3 Giving Tuesday (December 3rd)

There will be a vanity page that Board Members can share with their network.

4. Closing Remarks (Bishop Ed Stephens Jr)

Dr. Stephens thanked everyone for their time and asked if anyone had any questions or concerns.
There were none.

Mr. Middleton asked for a motion to adjourn the meeting.

Dr. Tharp motioned to close the meeting and Mr. Yates seconded.
The meeting was adjourned.

Next Meeting: Wednesday, December 11th 2019

Conference call: 7am – 8am