



STAR ACADEMY CHARTER SCHOOL

BOARD MEETING NOTES

Wednesday, October 23, 2019

Attendees

Bishop Ed Stephens Jr
Shakia Clark
Gerald Fanion
Brack Henderson
James Johnson
David Middleton
Dr Ed Stephens III

Paul Stephens
Dr Linda Tharp
Brandon Arrindell (remote)
Dr Joe Carson (remote)

Apologies

Mark Yates (Arrived Late)

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

Bishop Stephens brought to everyone's attention the following family updates:

Mr. Stephens had an anniversary.

Mr. Arrindell's grandmother passed away recently, as did Sue Strydom's dad in the UK.
Eron Stephens got married this past Saturday at 5pm.

Please continue to keep the aforementioned in your thoughts.

1.1 STAR Moving Forward (Vision)

Bishop Stephens shared excitement about new changes on the horizon, including a lot of growth in the Raleigh community and a new Police Precinct and Library in the NE area. We're trying to maximize what we can do here in the community with the hopes of creating a sustainable community with healthy ecosystems for the families we serve.

1.2 Land/Purchase Acquisition

Golden Gate Development Corporation (GGDC) is looking at purchasing the property that STAR Academy now leases from Golden Gate Cathedral. Everything is looking very positive. GGDC is the entity that the school operates under, which is separate from the church. The property will be sold from the church to the GGDC.

1.3 Board Meetings (dates)

Holding STAR Board Meetings midweek at 7am seems to work for everyone, apart from Wednesdays for Mr. Arrindell. Everyone felt happy to explore meeting on a different day of the week in order to accommodate Mr. Arrindell's other commitment.

2. Academic Report (Mr James Johnson)

2.1 Innovation Block Specifics

We serve a varied population of students. As a result, a lot of structural time was lost due to students being pulled for intervention. Students lost a lot of instruction, yet still had to take the grade-level assessments at the end of the year.

We're now more structured with the intervention, so all students are missing at the same

time in the same block, making it simpler for the teachers to plan holistically.

2.2 SMART Goals

We can only invite 10 students per teacher to the after-school program, which generates some complaints from parents. However, due to the limited numbers, we have to be very intentional about which students we invite into the enrichment program.

We're currently looking into adding to the number of teachers present in order to increase the number of students who can benefit. But rather than bringing in new hires for this, we're needing to incentivize current staff members to get involved. There are 30 students who currently need enrichment attention who aren't getting it.

A degree isn't necessary for this role. As long as the person has some kind of education experience, they can be part of the enrichment program.

Various suggestions were contributed to the conversation to explore solutions at minimal cost by seeing if there are partnership opportunities where student teachers could be placed here for internships:

Colleges for Student Teachers:

Le Moyne Owen

UofM

Rhodes

Lane

Rust

Union

Schools for Honor Students:

St Mary's

Christian Brothers

Other:

Mr Fanion's wife is involved with Alder Teacher Residency.

Dr. Tharp mentioned that she might be able to get involved.

2.3 Proactive Solutions to Misconceptions

When a misconception isn't captured in the moment, it causes students to fall behind since everything is retrospective, being corrected after the fact.

Consequently, teachers are going through robust training regarding how to catch misconceptions in the moment instead of waiting until a student has been given a ticket.

3. Operations Report (Dr Ed Stephens III)

3.1 Marketing/Advertising

We've set an aggressive goal to make STAR a household name. To that end, we've been having some conversations around the city regarding who we should partner with to help create our narrative.

3.1.1 DCA Engagement (Doug Carpenter and Associates)

Dr Stephens and Mr. Paul Stephens met with DCA recently and were impressed at the work they're doing in and around Memphis. Mr Stephens has worked with

DCA previously and shared that the company is extremely good at what they do, maintaining strong relationships with all media outlets, and proving to be ahead of the game with any PR needs. Mr Stephens assured everyone that DCA handle clients' budgets well.

We're considering a \$10k-\$15k budget on a comprehensive media marketing campaign. It would be something we continue, rather than just a one-off campaign.

This is a big ticket item, so we will have at least 3 bids on the table before moving forward with any one entity.

Anyone have any other suggestions re: who we could reach out to?

Bishop Stephens asked what our measurables are regarding making the Academy a household name. Dr. Stephens expressed that this will be part of the proposal that DCA are putting together.

Mr. Henderson suggested that Dr Stephens reach out to Howard Robertson at Trust Marketing. Mr. Robertson is one of the gentlemen who Mr. Henderson is introducing Dr Stephens to.

3.1.2 Create a local narrative that ties into momentum that's happening around Memphis
This will be part of the campaign that we ultimately decide upon.

Currently, DCA seem to be positioned well for this task due to their previous and current involvement in all things "Memphis."

3.2 Board 1 on 1 (Network Introductions, Board Engagement, Paperwork)

Thank you to everyone for giving up some time to meet with Dr. Stephens over the last couple of weeks – it's much appreciated.

3.3 STAR Giving Campaigns

3.3.1 Friend-/Fundraising

Dr. Stephens shared that we need to simplify our giving so we can maximize our engagement, so we're focusing our efforts on two fundraising arms: the Eagles Fund and STARS In Need. We're looking to raise \$20k from the Eagle Fund and \$10k from STARS In Need.

- Eagles Fund (Friends of STAR, Community Partners, Board Contribution, Grants) This is the general fund that relies on donations from the Board, community partners, and Friends of STAR Academy.

Dr. Stephens referred to a card that will be personalized for each Board Member, and a quantity of those cards should be sent out by Board members to their contacts, inviting them to become supporters of STAR. Board Members will receive cards at the next meeting, or feel free to contact Dr. Stephens if you'd like them before then.

- STARS In Need
 - This fund is for students below the poverty line. STAR Academy cares for

students on so many levels beyond education. We have laundry facilities on site, as well as shampoo, lotion, deodorant, etc. We also have coats in winter for students who don't have enough warm clothes.

- We have many stories of students who have been helped. Sharing them will enable donors (and potential donors) to engage emotionally as well as financially.
- It takes \$16-18k to educate a student. We receive \$8,300 of that and have to raise the remainder for each student.

Each Board Member has a circle of influence; at least 5 people who will do what you ask. We want to make it incredibly easy for those people you know to give \$20.04 each month.

$\$20.04 \times 12 \text{ months} = \240.48 per year

9 Board Members + 3 Executive Team signing up 3 supporters = 36 supporters

36 supporters donating \$240.48 per year = \$8,657.28 per year total

3.3.2 *Giving Tuesday (December 3rd)*

This is a national day of giving.

It's a great way to bring in younger donors and it's a perfect campaign for social media.

STAR uses Network for Good. They make tailor-made social media posts for its members. At the November meeting, Dr. Stephens will make sure everyone has links so you can use that resource on your personal platforms.

3.3.3 *Fall Fundraiser (pushed to Spring)*

We were behind schedule, so had to make that decision.

3.4 * Sub-Committees (Finance/Fundraising, Marketing, Personnel)

- Identify Champions
 - Champion provides updates
 - Champion leads team

Tabled until next meeting

4. AOB

4.1 **Violin**

Following up from Dr. Tharp's question in the previous meeting, Mr. Johnson would like to revisit this for next year.

Memphis Music Initiative is currently shrinking. The current tutor comes twice per week, but has 2 other schools he visits. Violin needs to be consistent, yet students only receive it Monday and Friday, which isn't consistent enough.

4.2 **Board Training**

We're responsible for training Board Members as part of our audit and we're trying to do this as part of a Board Meeting so we don't add another meeting to everyone's calendar.

We used *Board on Track* for this training in the past, but it was costing \$20k-25k investment over 2 years should we onboard them. So we're looking for some independent contractors to use in the future. Please communicate any recommendations

to Dr Stephens.

Suggestions from the Board:

TN Charter Center

Momentum Nonprofit Partners (Kevin Dean, CEO)

5. Closing Remarks (Bishop Ed Stephens Jr)

Bishop Stephens motioned to adjourn the meeting. Motion Seconded by Dr. Tharpe. The meeting was adjourned. The next meeting date will be confirmed via email.