

Lincoln Academy

Development/Foundation Updates

May, 2017

Follow Up Discussion to April Presentation

As a follow up to the presentation given at the April Board meeting, and in preparation for the coming 2017/2018 school year, the Development Committee is going begin forming around the following directives:

- Create a comprehensive communication plan with the end goal of having collateral that will promote the vision and mission of Lincoln Academy, Core Knowledge, and school choice. These materials will be used to educate our community, advocate for school choice, begin the work of building a network, and eventually pursue an external stream of income via corporate sponsors and high net worth individuals. The committee will need to leverage time with administration, teachers, and staff to create these materials as the most important data about our school, our goals, and what makes us superlative lies with them.
- More effectively communicate with our community when additional funding comes to the school through grants or outside sources.

The Lincoln Academy Foundation is going to focus on the following initiatives for the 2017/2018 school year.

- Create complimentary communication materials in conjunction with the Development Committee.
- Create and implement a social media strategy to promote Lincoln Academy, Core Knowledge, school choice.
- Continue to grow the Tech Trek, focusing on external sponsors and corporate engagement. Tech Trek date is May 5, 2018, it has gone through the process of approval and is on the 2017/2018 school calendar. Core Team meetings have begun.
- Begin work with Andrew Weir and Larry Niemic for Foundation Support of the school Science Fairs.
- Work with Andrew and Janelle to create a better “Parent Portal”.

Items for Board Consideration

Looking past the 2017/2018 school year, the Board needs to agree upon and direct a larger Development Strategy. We need to examine our current realities and make a plan. For all of the good and the bad it brings, the reality is we purchased a new building and have positioned ourselves for growth. Does our current budget adequately support our facilities and our

growth? If not, where are we falling short, and how should we focus our energies to fill the gaps?

Under the Finance Committee, a Compensation Committee has been formed to review, and hopefully revamp the way we compensate our teachers. If critical adjustments need to be made, can our current budget support those changes? If not, how do we move forward?

Similar discussions can be had regarding technology and curriculum.

The Board should consider an earnest pursuit of an additional income stream through a “one bite at a time” approach. In the immediate, I recommend we establish a priority that needs to be funded (facilities, technology...), and then ask Admin, the Development Committee, and the Foundation to work together to create a strategy.