Nina Sloan
Chair, Lincoln Academy Development Committee
President, Lincoln Academy Foundation

April 2017

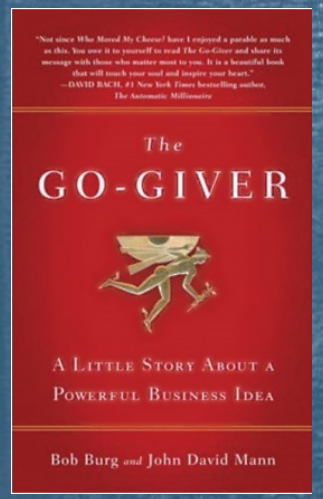
Lincoln Academy Charter School Development Strategy

Overview

- Q: Does the Lincoln Academy Board of Directors desire to pursue a high dollar development strategy for the school?
  - Current environment: Charter School Funding, Mill Funds
  - Master Plan: $1.5 - $2m for the top 5 alone (HVAC, Fire…)
  - Opportunity List: Technology & Curriculum
- Q: If "yes", what are our options?
- Q: Once we pick an option, what's next?
- Presentation -> Q&A -> Motion -> Discussion -> Vote

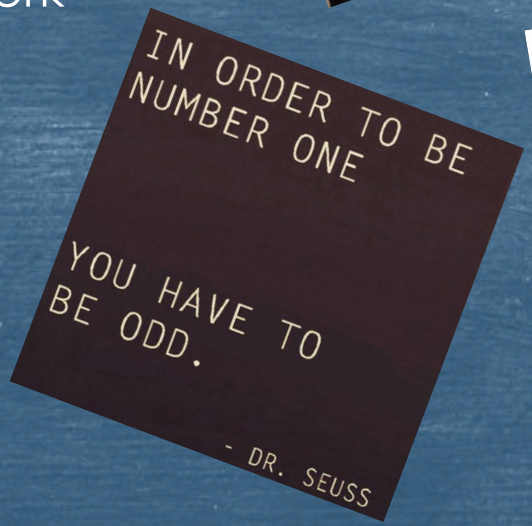
My Story

- Corporate HR (compensation); Politics; Personal Assistant to High Net-Worth Individuals; Consultant; Operations Manager
- Connection to Development
  - Fundraising, Communications, Sales, Networking and Relationship Building
  - Precinct Walking
  - "The Go Giver" – building a solid network
  - Henry Ford
- What I believe is possible
  - Indomitable Salmon
  - Strong Belief + Hard Work











State of the Development Committee

- LA BOD Development Committee
  - Nina Sloan
  - Building a team based on the directive
  - Smaller committees based on strengths

- LA Foundation
  - Board of Directors
    - Nina Sloan, President (parent)
    - Kristi Geisz, Secretary (parent)
    - Rhonda Redgate, Treasurer (community member)

Options for Creating External Income Streams

- Corporations
  - Donations & Sponsorships
  - Relationships – Tech Trek, Science Fair, Art Shows, Capstone, DSS
  - Individual Meetings – the opportunities are there
- High Net Worth Individuals
  - Estates; Donations; Sponsorships
  - Relationships
- Grants
  - Teacher Involvement, BEST, Data mining
- Community Engagement
  - Matching Programs, Alumni Program, Colorado Gives, all of the above categories

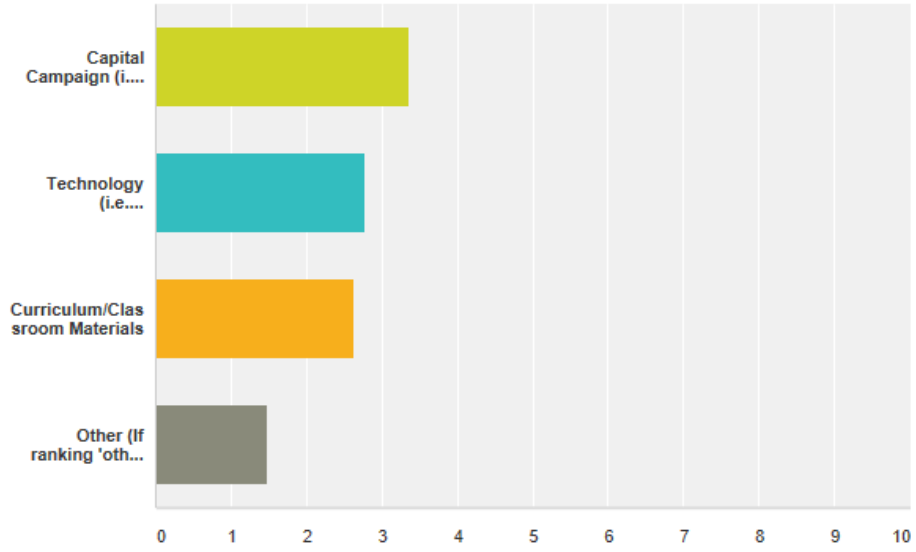
Creating Our Development Strategy

- Identify the Need
  - Current Situation vs. What's Possible
  - Community Survey Results
  - Do We Hire Someone?
- Mission/Vision
- Create a Goal
- Choose Your Lane
- Write The Story
  - Communications; Marketing; Advocacy
- Build The Team
- Boots on the Ground

Community Survey Results

The Lincoln Academy Board of Directors' Development Committee and the Lincoln Academy Foundation are pursuing additional income streams for our school. Please rank the options below in the order of your preference on how additional funds should be spent if received in the future with number 1 being the most preferred and number 4 being the least preferred.

Answered: 211 Skipped: 2



	1	2	3	4	Total	Score
Capital Campaign (i.e. new construction, upgrades to current facilities, playground, paving our parking lots, heating and cooling systems, etc...)	57.00% 118	25.12% 52	15.46% 32	2.42% 5	207	3.37
Technology (i.e. additional student devices, replacing classroom projectors, upgrade of computer hardware, etc.)	19.62% 41	42.11% 88	33.49% 70	4.78% 10	209	2.77
Curriculum/Classroom Materials	19.23% 40	29.33% 61	47.12% 98	4.33% 9	208	2.63
Other (If ranking 'other' please specify details in comment in section below)	10.89% 11	5.94% 6	3.96% 4	79.21% 80	101	1.49

Answer Choices	Responses	
I am an employee of Lincoln Academy	13.62%	29
I am a parent of a Lincoln Academy student	74.65%	159
I am both a parent of a Lincoln Academy student and an employee	11.74%	25
Total		213

Survey Comments

- Curriculum/Classroom materials are important, but so is the comfort of the students in the classrooms. Many classrooms reach very high temperatures during warm days. My classroom regularly reaches temperatures between 75 and 85 degrees if it is warmer that 65 degrees outside.
- Parking lot.
- I feel like we have good enough curriculum to get by until we work on finishing the buildings and parking lots and such. This would not always be my order of ranking, but in this season it is. We will always need to make tech a priority at the rate it is advancing
- If more materials are needed in the classroom (per the 1st question above), I'm sure parents will contribute more (at least those that can afford it). I can only speak for myself, but if asked, I sure would contribute more for the education of our children.

Survey Comments

- Curriculum/Classroom materials are important, but so is the comfort of the students in the classrooms. Many classrooms reach very high temperatures during warm days. My classroom regularly reaches temperatures between 75 and 85 degrees if it is warmer that 65 degrees outside.
- At this point, our Math curriculum is 10+ years old. It lacks the updates needed to correctly teach our students. New math materials have technology links, more open ended questions, etc. Our Reading curriculum needs a review as well. I feel this is a critical, expensive element which is very easy to overlook. Our admin team and instructional coaches can pick which curricula would be best to replace what we currently have.
- The building is old, you have to maintain it or it will cost you more in the future.
- The building is getting old and updates are needed but technology is also important for increasing our students knowledge and experience.
- Teacher compensation!

Recommendation – Big Picture

- "Hire" Me (p.s. – I'm FREE)
  - Goal: Build something sustainable and duplicable over time, but you've got to start somewhere
  - New Ground
  - Excited, Experienced
- Capital Campaign that raises XXX over 3 years
  - Corporations & High Net Worth Individuals
- Ongoing Technology Campaign
  - Corporations
  - Debbie & Jim
- Janelle's Role
  - Job Description & Rubric – Section 5A
  - New Territory

Recommendations for 2017/2018 School Year

- Marketing & Communications
  - Documenting Our Story → This will help us find people who believe in our story too.
  - FB Page, Lincoln Loop, Snapshot, Back to School, Parent Academy, Videos, Marketing Materials, External Marketing
    - Road to Advocacy
- Start Building Corporate Relationships as a means to Corporate Donations
  - 2 -3 relationship building meetings per month
  - The important math equation → getting to "no"
  - Tech Trek; Science Fair; Art Shows; Capstone, DSS, etc.
  - Have strategies in place so that game-time opportunities can be capitalized on in meetings.
  - Who's already at Lincoln?

Recommendations for 2017/2018 School Year

- Community Engagement
  - Communications
  - Marketing
  - Community Outreach
  - Alumni Program
  - Colorado Gives
- Grants
  - Teacher Involvement - Encouragement

Risk & Exposure

- Is it possible this is risk free?
- Positive press to the community - Advocacy
- Uncharted Territory
  - Einstein's Definition of Insanity
  - Resources
    - Lincoln Academy Board, Administration, Staff
    - Peak to Peak
    - Compass Montessori
    - Mountain Phoenix
    - Lakewood and Arvada West High School

Q&A

Recap

- Q: Does the Lincoln Academy Board of Directors desire to pursue a high dollar development strategy for the school?
- Q: If “yes”, are we OK with the recommendation?
- Q: What’s next?