

WEST CHESTER AREA
EDUCATION
FOUNDATION



September 11, 2013 Meeting Minutes

In attendance: Robin Harkins, Bryan Brockson, Holly Graver, Kim Hall, Steve Krug, Rick Parsons, Jim Scanlon, , Marc Ernest, Sue Elliott, Rose Cappelli, Liz Golding, Carolyn Comitta

WCASD Staff: Susan Speaker, Linda Wesley, Suzanne Moore

Not present: Chris Woods, Irene Benjamin, Tanya Baxter

- A. Call to Order: Mr. Brockson called the meeting to order at 7:33 a.m.
Dr. Scanlon noted that Tanya Baxter, Emilio Cooper and Pat Sincavage will be stepping down from the board.
- B. Mr. Brockson requested a motion to approve the minutes from June 26, 2013. Mr. Krug made the motion to approve. Dr. Parsons seconded. Motion passed.
- C. Treasurer Report: Presented by Dr. Suzanne Moore. Two check disbursements were made in July, one for \$1,023 for the annual audit and \$975 for Giftworks – software management system. Mr. Ernest made the motion to approve the disbursements. Dr. Scanlon seconded. Motion passed. Dr. Moore noted that the fund had a balance of \$33,671.62 as of July 31, 2013. Dr. Parsons made the motion to approve. Dr. Scanlon seconded. Treasurer’s report was approved.
 - 2013-14 Budget Review: Presented by Dr. Jim Scanlon – The Finance committee met over the summer and created a proposed budget. Estimated revenue of \$51,000 and expenses estimated at \$40,000. The On-campus program bucket was increased to \$16,000. Off- campus programs were created during the strategic plan and \$2,000 was allotted for that effort. Budget will be voted on at the October board meeting.
- D. Strategic Planning – Dr. Rick Parsons – reference “Report on Planning Session” June 26, 2013 for more specific details and timelines:
 - a. Goal A – Increase Community visibility and support
Mr. Brockson noted that he and Mr. Ernest met over the summer and discussed the three primary efforts the board has agreed to pursue. They include Chester County Chamber Youth Leadership, Junior Achievement, summer internships and Pennsylvania Free Enterprise Week (PFEW). The goal is to get a better understanding of how we can best serve those organizations. Mr. Ernest offered to work with the Ambassador group and suggested that we create a focused group of alumni. Dr. Scanlon noted that prospective board member; Mr. Dave Flamer is interested in focusing on engaging more

alumni. Additionally, it was suggested that we create a teacher advisory board to offer feedback on the grant process and to identify a representative from each school in the district.

- b. Goal B – To increase financial and program partnership
Dr. Scanlon gave an overview of the financial goals; \$60K aggressive goal but believe that due to the increase in corporate partnerships and EITC funds, and the growing momentum of the annual breakfast, that it is attainable.
 - a. EITC - Over 60 EITC letters were sent to prospective donors and the focus is on having one on one meeting's with prospects.
 - b. Grants – the STEM funding from Bentley may increase; possibility of Verizon and other grants may be forthcoming
 - c. Annual breakfast – typically held in April – considering ways to restructure the breakfast format – sponsorship levels
 - d. Produce and distribute a quarterly newsletter to showcase the work of the foundation

 - c. Goal C – Provide financial support to creative on-campus and off-campus programs
 - a. A new mini-grant teacher flyer was created and will be distributed
 - b. Suggested changes in application and award deadlines
 - i. Change the deadline for submission to October 18th and announce and fund recipients November 15th
 - ii. Dr. Parsons emphasized the importance of measurable outcomes
Suzanne Moore asked about how the community projects will be held accountable for the funding – receipts – etc.? It was suggested the requirements are outlined on the application and that reimbursable projects will require receipts prior to disbursement of funds.

 - d. Goal D – Establish organizational structure/process and procedures to support mission
 - a. Dr. Scanlon recommended a By-law change be considered. He noted that the original by-laws stated that we could have 8–15 board members. After discussion, Dr. Scanlon made a motion to change the range of board members to 9–21. Dr. Parsons seconded. Motion passed.
- E. Re-organization meeting – October 9th at 7:30 a.m.
- a. Chris Woods, Kim Hall and Rick Parsons have all agreed to serve a 2nd term
 - b. Slate of officers:
 - Robin Harkins – parent
 - Liz Golding – Susquehanna Bank
 - Rose Cappelli – retired WCASD teacher
 - Dave Flamer – retired WCASD Administrator
 - Alexandra Schmied – EHS student (Allied Health conflict); Will get another candidate from EHS

Mr. Brockson suggested we offer recognition to those board members who will be stepping down. Dr. Scanlon noted that a certificate will be created.

- c. Official Board Members with term dates
 - I. Current board ends October 31, 2013
 - II. New board ends October 31, 2015
 - III. Two term limits as per by-laws

Next meetings:

Wednesday, October 9th at 7:30 a.m.

Wednesday, December 11th at 7:30 a.m.

F. Meeting adjourned at 8:25 a.m.

Christine Woods, President

A large, stylized handwritten signature in black ink, consisting of several overlapping loops and curves, positioned above a horizontal line.

Kimberly A. Hall, Secretary
