

## **August Board Meeting - Exploris**

August 19, 2014

(Revised per Board discussion September 16, 2014)

### Board member attendees:

Summer Clayton  
Kathleen Evans (Acting Treasury)  
Anne Franklin  
Sean Gargan (Chair )  
Kendall Hageman  
Bob Kingery  
Bob Whitehead  
Alfred Mays  
James Montague  
Cal Cunningham (joined at 5:15; for CapDev presentation)

### Non-voting members:

Khristi Tomlinson  
Laura Laut  
Candice Robinson (Director of Operations)

### Other attendees:

Shannon Hardy  
Wanza Montague  
Michelle Schneider, CapDev

→ Meeting called to order 4:32pm

### Approval of Meeting Agenda

- move to approve as revised to shift Board committee discussions to September agenda  
→ Agenda approved (none opposed)

### Introduction to Candice Robinson

- just joined Exploris as Director of Operations  
- oversaw 189 EC programs within Wake County

### Review minutes from June meeting for approval at September meeting

- Bob re-sent to Sean and Summer, came from his work email address

### Move to nominate Cal Cunningham for final vacancy on Board

→ Motion approved (none opposed).

### Discussion for preference in selecting Officers

- VP, Pres, Treasurer, Secretary
- terms are fiscal year
- recommendation to move to September meeting to coincide with Board Committees discussion
- may need Acting Secretary to get signature if additional banking issues required
- Bob Kingery volunteered to be Acting Secretary to avoid conflict with current Treasury position
- Motion approved (none opposed)

### Update on ModSpace

- Summer to follow up regarding getting inspection queued up
- recommendation by Chair for ribbon-cutting, with appropriate attendees, around Open House (media event)
  - Anne, Wanza, and James to help orchestrate (James & Wanza back from China on Sept 15, available Sept 16)
- Sept 15 should get Certificate of Occupancy, school to start Sept 22
- will need to move all the furniture; parents willing to help do whatever they can do to make it possible

### Meeting with YMCA

- James contacted YMCA; they were looking for potential partner re campus with commercial and possible housing component to facilitate services; James went to Atlanta to see this working; they're looking at SE Raleigh for similar location
- next step to have YMCA tour Exploris and have another meeting after school starts and dust settles

### Closed Session (voting Board members only, from approximately 5:35pm-5:45pm)

- personnel matter discussion
- attorney drafting letter/response
- no action on Board's part necessary; for informational purposes only

### CapDev Presentation: Building a Culture of Philanthropy (Michelle Schneider, Senior Counsel)

#### Information session:

- involved in public schools in Guilford County
- no cookie-cutter stuff; it's client-specific
- Development Assessment (readiness assessment) done
- Summer: Mary Margaret shifted into role of Development Coordinator (database on past giving, etc.);
- philanthropy always a part of Exploris, just shifting a bit
- \$316B given in the U.S. (2012)
- corporations, bequests, and foundations have huge impact, but most from individuals (72%); concentrate on them
- 13% of individuals \$ go to education; church (32%) and other issue round out top 3
- giving campaigns shortened from 5 to 3 yrs on average
- must have confidence in top leaders (73% of givers hold them in high esteem); only 33% give for tax deductions

- people want to know how their gift is being used; must be proactive, specific, details in raising money and communicating back
- annual fund (unrestricted) vs capital campaign (restricted to specific project); typically do worst at communicating unrestricted gifts
- as people give, they give more over time;
- shifting from “transactional” to “relational” – increase in number of major donors
- critical to retain 70-80% of donor base
- quantity, quality, and commitment of volunteer leadership

### **Exploris Activities**

PTO: outward bound (students/parents raising \$8k); \$15-20k (includes Frolic); parents

Pass-the-Hat: 2013 \$40k; primarily parents with some corp matching; faculty; Board

Craft Sale 2013: <\$1k; student field trips for 6-8 grades; open to public; parents/teachers bought crafts

Donors Choose: to get corp gifts

Fees Collected: parents

- every parent needs to know philanthropy is an important part of the relationship
- adding elementary gives us longer relationship with the parents; message needs to start early
- bringing people together as an Exploris community with activities;
- CapDev needs to know where we’re going and how much in order to give us a campaign plan
- once we can answer the location question, we’ll get people involved who might not be involved at beginning;
- cultivation includes welcoming them into the group;

→ Meeting adjourned at approximately 6:30pm