

Questions for the board to consider from the Dev/Comm Committee

OUR CORE PROGRAM

- 1) **How do we define our core program?** Historically we've defined it as *including areas that other schools might call "extras"* such as teaching assistants and enrichment programming (art, music, outdoor ed, PE, academic intervention and support). Is that how we want to continue to define our core programming?
- 2) **How do we envision our core program in the future? How broad vs. specialized do we want it to be?** For example, do we want to prioritize building a robust music / performing arts program that defines the school; *possibly at the expense of reducing or eliminating other programs?* What are our other aspirations for our core program?
- 3) **How much does it cost to run our core program currently?**
- 4) **How much would it cost to build one or more strong specialty programs?**

FUNDRAISING

- 5) **How will we fundraise money** for the *classes and teaching/staff positions* that we've historically included in our core program?
 - a) Who is in charge of fundraising? (including grantwriting, community fundraising outside the school, and fundraising amongst families)
 - b) How much do we want to rely on staff (i.e., David Bond, who currently devotes .25 FTE to fundraising) to assist in fundraising?
 - c) How can we partner more effectively with the FTO in fundraising? How can we involve parents who do the fundraising in making decisions about how the money gets spent?
 - d) What is the cost and return on fundraisers that we've historically done?
- 6) **In fundraising, how do we effectively communicate to the school community that we're all in this together?** How do we get to 100% family participation in fundraising? How do we make sure that ALL families feel that their participation matters, and that ALL families feel good about their contributions to the school?
- 7) **How can we get to a model wherein fundraising happens in the previous year, then gets allocated for the following year,** rather than our current model in which we are fundraising for the current year's budget?
- 8) **What are other similar schools in terms of size and demographics in Oakland and how do they do fundraising?** E.g., UMCS, Claremont, EBIA

COMMUNICATIONS

- 9) **How do we provide a narrative to families** that will help them get on board with the sustainability plan? What kind of comparative data (to other schools) can we generate that will help families to understand the sustainability plan?
- 10) **How do we provide a narrative to teachers** that will help them get on board with the sustainability plan?

11) **What is our timeline for communications?** How do we partner with FTO to do this well?