

North Oakland Community Charter School (NOCCS)  
**General Board Meeting**  
@ 6:00 pm February 22, 2011  
1000 42nd Street, Oakland

Our Overarching Role as Board Members:

*Serve as pro-active stewards of NOCCS' sustainability and growth, in alignment with its guiding principles*

Outcomes

Better understand the current state of the school  
Make progress on strategic priorities; fine-tune implementation strategies  
Address emerging policy issues  
Agree on next steps

AGENDA

**Present:** Ken Sommer, Katherine Orr, Wendy Barry-Owen, Rachel Wylde, Erica Mackie, Eric Rathaus, Li-Mei Johnson, Carolyn Gramstorff, Jay Weil, Michael Schwartz, Victoria Foks. Kristin Zimmerman, Mara Benitez

**Public Comment:**

No public comments

**Approval of January Minutes:**

Mara and Kristen abstain, all others approve. Motion passes.

**Annual Fund/ Fundraising**

Susan Jones presented on overall fundraising picture. She reported we are doing well; at the close of this year's annual fund drive we landed much closer to our goal than last year. The strategy this year focused on getting high participation in addition to meeting a dollar target. They also leveraged a matching gift. Classroom incentives were created to encourage participation. This strategy enabled the teachers to get more actively involved. The result was last year there was 27% participation among families, and this year it was 70%. Next year they will continue this strategy, refine messaging, and enlist classroom coordinators more actively. Ken made the suggestion that board members call donors above \$500. Susan will give Ken the list of donors to divide among board members.

However, the walk-a-thon earnings are way below the goal and what we earned last year, by about 11-12 thousand. Susan's analysis was that the event came earlier in the year, and there was little publicity, as well as conflict between the leadership.

**Summer Camp Plan**

Jasmine Sheldon and Tatum Champlain presented the plan for NOCCS Rocks summer camp. They managed the summer camp last year with Lily Jones. Given that Lily is unable to direct this year, Tatum and Jasmine offered to co-direct. They presented their plan for the 3 week camp. The camp is designed for incoming K-6 students. If there is interest from enough 6-8 grade students, they will expand the camp. It was clarified to board members that since Carolyn will not be on site to direct the camp over the summer, with their vote the board is hiring Jasmine and Tatum to

direct and oversee the camp. The board discussed safety and legal implications and procedures that the two would be overseeing.

Rachel moved to approve the camp plan and their role as co-directors. Li-mi seconds. The motion passes with unanimous approval.

### **Development Committee Report**

Ken gave an update on the capital campaign. The consultants have begun to develop the case for the campaign. After they have crafted something, in partnership with Ken, Carolyn, Erica and Rachel, they will develop a plan for how to reach stakeholders to test the language and direction of the campaign. They will use the feedback to develop the campaign strategy and goals. In addition to the target of 1.5 million for the loan itself and expenses, they are looking to identify another “big hairy audacious goal” that will catch people’s attention and interest. Additionally they are working on developing the infrastructure needed to support the campaign, including gift acceptance policies, accounting procedures, hiring the development coordinator, and donor database. All of this will be infrastructure that will stay at the school. They are also beginning to form a strategy about the foundations they will approach, and a list of lead donors and prospects and who will make the asks.

### **2012-2013 Enrolment Plan**

Carolyn presented the enrolment plan for the upcoming school year. This is the big picture for enrolment after they ask parents who is coming back, the lottery is closed, and staff and board members have triggered their preference.

In the Spring of 2011 the board passed enrolment policy that said we are striving for an average of 22 in k-2 and 26 above 4<sup>th</sup> grade. 19 slots open in whole school are open out of 218 slots. This year in kindergarten there will be 22 open slots, 8 will go to preference, and 14 are open for new students. Carolyn called attention to two classrooms where there will be one less student in one of the grades, and one more in the other, but the total number of students in the classroom will stay at 22.

Rachel moves to approve enrolment plan, Erica seconds. The motion passes with unanimous approval.

### **Report on Cell Phone Data**

Wendy reported on data collected before and after the cell phone tower activation. Verizon activated the cell phone tower across the street November 2011. Two experts were hired to do readings on the radio frequencies emitted from the towers before and after activation; one by Verizon and the other by East Bay Residents for Responsible Antenna Placement. There was no disparity between the two consultant’s numbers and they found that the radio frequencies are far below (less than 1%) the FCC limit. The EBRRAP consultant took additional types of readings, which included the Salzburg 1-2-3. While the readings both parties took fell far below the FCC limit, they were near or above other limits such as the Salzburg 1, 2, and 3 which measure non-thermal effects. Additionally, Verizon informed us that the 42nd Street cell site will be upgraded to 4GLTE in Feb 2012. A second set of readings will be taken by Bill Hammett sometime soon. Communication about the cell phone tower data will come out in the board blast.

### **Educational Programs Report**

Carolyn reported on the mid- year staff retreat. Typically at this retreat staff reflect on the current educational priorities and identified any adjustments that needed to be made. Instead, this year

they decided to create a 3-year strategic vision and plan for the education program that is in concert with the strategic plan for the school. They created a vision for 2015 and strategies for their four priorities: English language arts; Performance assessment; 6-8 curriculum and complex instruction/differentiation (which includes sharpening special education and culturally relevant curriculum).

#### **Facilities Committee Report Carolyn**

Carolyn reported that the facilities committee convened short meeting with Destiny Arts. The meeting which included Michael, Carolyn, Christy, and Destiny board member are exploring whether to deepen the partnership and investment with Destiny, or if its time to “break up”. If they stay, this will mean investing in some facilities improvements and probably a deeper programmatic partnership.

#### **Finance Committee Report**

Jay gave the finance committee report. He noted the 4990 form sent to the board allows us to qualify as a tax-exempt organization.

Based on the auditor’s recommendation, the fundraising committee and finance committee met and agreed to make the capital campaign income neutral in order to not complicate other fundraising. We will use a procedure where we hold cash on behalf of another – PEC. NOCCS will never recognize any of the money.

Jay also reported that the 2012-2013 budget represents a hard road ahead. We will have significant cuts in revenue with budget cuts looming and other known revenue changes. At the same time our contingency is down to \$20 thousand. The board will be having a budget retreat to be further briefed.

#### **Personnel Committee Report**

Victoria reported on the personnel committee. This month’s meeting was brief. For March, they will be working on developing the task plan for the next three years as well as director evaluation protocol.

#### **Nominating Committee Report**

Michael reported on the nominating committee. He shared a matrix of board members that charts board capacity in different areas. Michael asked board members to look at matrix and give feedback on their own column. He also asked for feedback on the matrix. Other members suggested to add diversity data and professional expertise. They plan to have the matrix and election schedule done by April board meeting and then to bring new board members on in May.

#### **Strategic Planning Report**

Li-Mei reviewed a matrix of the committees responsible for the execution of the strategic plan (sent by email).

Each committee is responsible for creating a work plan for their areas. The deadline is to have plan and timeline by next meeting. Carolyn, Erica and Kristen will work on creating a draft introduction/framing by the April meeting.

#### **Parent Elected Board Members**

Erica, Rachel and Kristen shared that Kristen is no longer a parent at NOCCS. Kristen expressed her interest in finishing her term on the board. The board clarified that parent-elected board members do need to be parents; they are elected by the community, while the board appoints other members. Kristen will continue to serve on the board.