



Arizona School for the Arts
Resource Development Committee Minutes
Thursday, January 21, 2021 at 7:45 a.m.
Zoom Meeting: 850 7277 0062 Passcode: 484708

Attendance (voting Members in bold)					
Dr. Javier Cárdenas, Committee Chair/Past President	P	Dr. Anthony (Tony) Dietz, President	P	Dr. David Garcia, Secretary/Treasurer	P
Betty Hum	P	Marcia Mintz	A	Allison Otu	A
John O'Neal	P	Leah Fregulia, Head of School/CEO	P	Leslie Religioso, Development & Marketing Director	P
Min Skivington, Donor Relations & Marketing Manager	P				

Agenda Items
<p>Board Engagement for FY21 - RDC Leading the Charge</p> <ul style="list-style-type: none"> ● Discussion: Board Giving Commitments <ul style="list-style-type: none"> ○ FY21 Pledged - \$84,330 + other in-kind support (ie. salons, introductions, committee, etc.) ○ FY21 Received - \$57,034 as of 1/18 ● Update: Board/Ambassadors <ul style="list-style-type: none"> ○ Student stories for future communication pieces ○ Board/Ambassador pairings ○ Alumni and Faculty features
<p>Showcase</p> <ul style="list-style-type: none"> ● Discussion: Sponsorship Strategy <ul style="list-style-type: none"> ○ Sponsorship and Ticket Sales Budget Goals ○ Proposed Sponsorship Levels and Projected Need to Reach Stretch Goal [PDF] ○ Working Document - Sponsorship Prospect List [PDF] ○ Engaging Board support of sponsorship efforts: <ul style="list-style-type: none"> ■ Each secure at least one sponsor from their networks!
<p>Annual Parent Meeting</p> <ul style="list-style-type: none"> ● Discussion: APM Strategy ● Update: Accepted - Proposal from Geronimo Consulting, Inc. (Jerry Diaz) <ul style="list-style-type: none"> ○ #1 Revisit Annual Parent Meeting/Engagement Strategy (Parents) ○ #2 Create an education and engagement board plan (Board) ○ #3 Strategic planning and coaching (Staff) ● Action Item: RDC members to sign-up for February dates
<p>Annual Fund and Donor Stewardship</p> <ul style="list-style-type: none"> ● Development Dashboard January 2021 vs. January 2020 [PDF] ● Action Item: Gratitude Calls/Notes Assignments <ul style="list-style-type: none"> ○ Please complete December's batch if still outstanding or return for reassignment to other board members! ○ January Round
<p>Summarize Action Items/Next Steps</p>

Minutes

Committee Chair Dr. Javier Cárdenas called the meeting to order at 7:48 a.m.

Board Engagement for FY21 - RDC Leading the Charge

- Board/Ambassadors
 - Leslie Religioso to connect members with RDC members via email but would like to establish an overall purpose for video interviews. (ie. use for fundraising? Social media? Showcase promo?)
 - Javier Cárdenas was in agreement with all uses that Leslie mentioned as a way of highlighting the ambassador, sharing out perspectives on “What ASA means to them” and “challenges they’ve faced.”
 - David Garcia sees videos as a way of providing more casual content for Development use.
 - Tony Dietz views videos as something that can be creative and fun/silly in concept and incorporating more ways of highlighting other ASA clubs/activities.
- Board Giving Commitments
 - Leah Fregulia shared that the many board members have either given one-time gifts, have shared when then plan to give or have recurring gifts setup.
 - Leslie will follow-up with more specifics but shared that it doesn’t appear that many board members need to be contacted concerning outstanding gifts. Leah concurred that board donations are ahead compared to this point in time in the past.
 - David asked that ASA provide more context around whether current giving amounts are good/bad when updates are given.

Showcase

Discussion: Sponsorship Strategy

- Leah provided an update on the latest name to be “Home: An ASA Showcase” but not yet set-in stone.
- Leslie presented a working sponsorship document and clarified that the “Showcase sponsorship levels” reflects historical naming and possible considerations of creative sponsorship level names that reflect the overall “Home” theme for the 2021 Showcase.
- David suggested including sponsor benefits such as banners on campus or at the ASA gate, or adding similar advertising elements to the sponsorship packages.
- Tony agreed that incorporating some kind of sponsorship banners would be good and will provide visibility and community support of the school.
- Leslie asked the committee whether it might be a good idea to incorporate lower sponsorship levels such as \$1,000 - all members agree this would be beneficial.
- Leslie proposed asking each board member to secure at least one sponsor, at any level.
- David stated that offering some kind of incentive to get more board involvement might inject a bit of fun and friendly competition, such as ASA swag bag.
- Tony proposed that instead of putting the pressure on all board members to actually acquire at least one sponsor, to ask members to reach out to at least one potential sponsor with Leslie’s help.
- Javier points out that easing into this sponsor-ask will also help establish the board as more of a “give-and-get” board and help create board/sponsor relationships in the long-run.
- Betty alternatively suggested to challenge the board to contribute as a group toward a sponsorship level as a show of support for Showcase.
- Javier brought up the prospect listing Leslie provided stating the committee should review and share any feedback—additions or removals, and if they have any connections with prospects listed to Leslie.

Annual Parent Meeting

Discussion: APM Strategy

- Leslie provided an update on having an initial scope of work/discovery meeting with Geronimo Consulting on Annual Parent Meeting (APM) strategy, as well as board education and engagement. Leslie and Leah will be working with Jerry to revisit APM materials and strategy.
- Leah shared that the team is in full planning mode and has identified the last week of Feb-first week of March for Annual Parent Meetings; looking at refreshing APM.
- Leah asked members what they found the most meaningful of past APMs and what could be left behind or improved upon:

- Javier shared the best APMs were those – when Tony and David shared their stories/relationships with ASA — as a parent found parent perspectives compelling; an area that could be improved upon would be the overall perception of the purpose of APMs.
- Tony recalled a year when there wasn't an APM and parent giving fell behind. He also shared that having meetings virtually may be beneficial in attendance. He also suggested an attendance incentive of a virtual performance.
- David stated that the overall meeting structure has been great as well as offering the opportunity for parents to make a contribution during the meeting vs. going home and donating at a later date.
- Betty stated that incorporating gratitude calls to parents provides that personal contact/connection which can make a huge difference.
- Leah shared that last year's APMs were the most successful in large part because of board member attendance/participation.

Annual Fund and Donor Stewardship

- Leslie provided year-end highlights: Dedicated Tax Credit Email with video, Social Posts, Series of 4 emails at the end of December and Year-End Mailer (print piece).
- Leslie shared we are currently at 60% of Tax Credit goal and will continue to highlight this giving opportunity; Annual Fund is still trending lower compared to last year.
- The Development Office plans to send Thank You/year-end gift summaries and mid-year pledge updates, followed by pledge reminders.
- Betty shared that CARES Act gift benefits have been extended to 2021 and may be worthy to share with families.

Summarize Action Items/Next Steps

- Leslie to connect committee members with assigned Ambassadors.
- RDC members will review the prospect list and provide information and path to introductions that they may have with Leslie.

The meeting ended at 8:45 a.m.

The next meeting is February 18, 2021 at 7:45 a.m.