



Arizona School for the Arts
Resource Development Committee Agenda
Thursday, March 25, 2021 at 8:00 a.m.
Main Building, Large Conference Room and
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	A	Marcia Mintz	P	Allison Otu	P
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>Annual Parent/Guardian Meetings</p> <ul style="list-style-type: none"> ● Debrief/Discussion on APMs (March - Returning Families) ● New Families - APM Dates <ul style="list-style-type: none"> ○ May 10 @ 5:30 p.m. - 5th Grade ○ May 13 @ 5:30 p.m. - 6th - 12th Grade
<p>Annual Fund and Donor Stewardship</p> <ul style="list-style-type: none"> ● Development Dashboard March 2021 vs. March 2020 [PDF] <ul style="list-style-type: none"> ○ Opportunities - Tax Credit - 72% to \$160,000 goal ● Update and Action Item: Gratitude Calls/Notes Assignments
<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 - \$90,630 (+ other in-kind support ie. salons, introductions, committee, etc.) ○ FY21 Received - \$67,402 (+ \$23,300 from friends/family) as of 3/22 ● Update: Board Engagement Training
<p>Home: An ASA Showcase - June 3, 2021</p> <ul style="list-style-type: none"> ● Update and Action Item: Sponsorships <ul style="list-style-type: none"> ○ Sponsorship Budget Goal = \$15,000 /Ticket/Donation Budget Goal = \$45,000 ○ Board Engagement in Sponsor Outreach <ul style="list-style-type: none"> ● New and ready for use! Sponsorship Packet [PDF] ● Webpage [goasa.org/showcase] ● Review of Sponsorship Prospect List - Any additional? [PDF] ● Plans to have a Board Toolkit for e-blasts and social media [ticket sales/donations]
<p>Board/Ambassadors Collaborations</p> <ul style="list-style-type: none"> ○ Check-in: Board/Ambassador pairings <ul style="list-style-type: none"> ■ Marcia - Ava Ganz, 8th Grade, Guitar, Choir ■ Betty - Carmen Duerinckx, 9th Grade, Guitar, Choir ■ Tony - Casey Hendin, 10th Grade, Piano, Choir, Orchestra ■ David - Taylor Levin, 9th Grade, Orchestra, Choir ■ Javier - Alumni
Notes

START TIME: 8:08 AM

Committee Chair Dr. Javier Cárdenas started the meeting by requesting that a hybrid Zoom/in-person platform still be offered for all remaining RDC meetings this year and began the meeting by asking if there was any feedback from RDC members regarding the Annual Parent Meetings (APMs).

Annual Parent/Guardian Meetings:

Dr. David Garcia shared that he felt good and overall positive about the APMs and the message we were conveying. He also felt that there was stronger retention/participation in the Zoom platform versus in-person.

Dr. Tony Dietz added that the APM slidedeck was great, upbeat, and positive overall.

Javier also pointed out that the deliberate change that was made in this year's "ask" to emphasize 100% family participation and giving at all levels to achieve our important Annual Fund goal was well received.

Leslie Religioso shared that she felt the APMs went very well, felt positive about participant numbers w/minimal drop-off during the Zoom meetings, and shared that we've already received a number of forms.

- Prepaid contributions as of 3/25 (Annual Fund + Tax Credits): estimated at \$80,000 with a giving range of \$25 - \$10K

Leslie asked what RDC members thought of the personalized printed packets that were sent out to all parents/families before the APMs:

- Javier said that including these mailed packets was a great addition.
- David stated that including the giving history was very informative.
- Tony stated that including the pre-addressed envelope made it very easy for parents/guardians.
- All in agreement that we should continue providing these types of mailed personalized packets.

Javier requested an update on the total number of APM forms received back versus the total that were mailed out. Leslie and Min Skivington are still in the process of going through these but Leslie will provide an update for RDC members once we have the numbers.

Tony added that including the total APM forms received versus the total sent out would be a good metric to add to the Development Dashboard.

Leah Fregulia stated that ASA will continue to offer online APM presentations and personalized mailings, prior to APMs, going forward.

Leslie shared that Allison Otu has agreed to be the 5th grade APM board champion for the new parent APM on May 10th.

Leah suggested that reaching out to a non-RDC member to be invited to be the 6th-12th grade Board champion for the May 13th APM would be great. All agreed that this should be pursued by Development.

Board Engagement for FY21 - RDC Leading the Charge:

Javier stated that as RDC and/or Board Members, all should be aligning with the "100% giving participation".

Leslie shared a total Board giving update and shared that while we are awaiting some larger corporate matching gifts and a few recurring monthly board gifts overall the Board is on track for 100% giving participation.

Home: An ASA Showcase - June 3, 2021:

Leslie shared the 2021 Showcase Sponsorship packet and newly updated Showcase webpage. Leslie stated that if RDC members would like a personalized sponsorship letter we can provide those upon request.

Tony asked whether the goasa.org/showcase url will eventually be linked from the main menu. - Yes, once Leah and Development have a couple more items finalized.

Leah shared that we have an overall run-of-show put together and monthly internal planning meetings with Vice Principal and Arts Director Monica Anthony. She and the Production team along with the Faculty have already begun

putting together pieces of the performance. Bake Media is the official video and livestream production company and we have an audiographer.

Leah stated that we're planning for 60-90 min. show with sponsorships and a \$50 family access ticket. We also may do some kind of VIP access ticket but are still in discussions about that.

Javier asked Leah to reach back out to RDC if they can play a role in providing any ideas or helpful resources for VIP gift bag/to-go dinner/experiential ideas.

Marcia Mintz said that she can share the Boys and Girls Club virtual/in-person event vendors and she will connect her contact with Leslie directly.

Javier shared an example of an opera performance he attended that provided a meet and greet type of interaction between VIPs and the conductor as an idea. Pointing out the low financial output of something like this would provide.

Tony shared the idea of ASA doing some kind of outdoor/park performance that may be something that could be provided exclusively to VIPs at a future event.

2021 Graduation

Showcase discussion leads to graduation ceremony updates and David asked if there are any updates.

Leah stated that ASA is looking for an indoor space that could fit about 300 people.

Javier suggested the ASU downtown campus - he will look into this, especially the law school downtown.

Leslie suggested looking into University of Arizona, as well.

Javier also received confirmation of our 2021 graduation speaker and he will connect him with Leah, directly.

Update: Board Engagement Training (with Jerry Diaz of Geronimo Consulting)

Javier asked for an update on the Board training.

Leslie shared that their discussions are around an assessment of what's working and identify opportunities that will inform Board education and engagement plans that will educate, motivate and inspire action! The key is creating educational opportunities to provide perspective. What are the ways the Board can help and create a culture of philanthropy to motivate the Board to action?

Leah shared that at the next Board meeting on March 29th will include a 30-minute presentation and opportunity for Q&A with Jerry Diaz of Geronimo Consulting. Jerry's presentation will discuss the life cycle model of the Board, it's involvement and how the Board will activate around growth.

Summarize Action Items/Next Steps:

- Leslie to provide some metrics around the Annual Parent Meetings and include a few on the Development Dashboard.
- RDC members will champion the encouragement of board members to engage their sphere of influence in supporting Showcase through sponsorships.
- Marcia will connect Leslie with her virtual/in-person event contact(s).
- All - provide any ideas/locations for graduation.
- Javier to look into ASU law school downtown as a possibility for graduation location.

END TIME: 8:48 AM