



Arizona School for the Arts
Resource Development Committee Minutes
Thursday, June 17, 2021 at 8:00 a.m.
Large Conference Room or
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	A	Leah Fregulia, Head of School/CEO	P	Leslie Religioso, Development & Marketing Director	P
Min Skivington, Donor Relations & Marketing Manager	P				

Agenda Items
Home: An ASA Showcase <ul style="list-style-type: none"> • Review: Showcase Dashboard (See Development Dashboard) [PDF] • Discussion: Debrief on the Livestream Event
Strategic Planning Retreat Debrief
Annual Fund and Donor Stewardship <ul style="list-style-type: none"> • Review: Development Dashboard June 2021 vs. June 2020 [PDF] • Action Item: Gratitude Calls/Notes Assignments
Board Engagement for FY22 - RDC Leading the Charge <ul style="list-style-type: none"> • Update: Next steps with Geronimo Consulting - Board Engagement and Fund Development <ul style="list-style-type: none"> ○ BoardSource Book for consideration by Tony and Javier for board reading ○ Review of Board accomplishments of the past school year ○ Review and Update of Board Commitment Forms for FY21-22 ○ Reimagining Donor Recognition and Donor Stewardship ○ Training, tools and resources on how to intro ASA to your sphere of influence
Board/Ambassadors Collaborations FY22 <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
Summarize Action Items/Next Steps

Minutes

START TIME: 8:00 AM

Dr. Javier Cárdenas started the meeting by recognizing the efforts of Leslie Religioso for the Development Team's new donor approach of 100% giving and its overall success.

Home: An ASA Showcase:

- **Virtual Showcase (Due to COVID-19) Comments:**
 - Fewer virtual ticket sales and viewing vs. in-person

- Students seemed less inclined to watch the livestream
- Due to the nature of Showcase being virtual only, far fewer students were involved on day-of, which resulted in less of a buildup or a goal students typically work towards in an in-person, live performance
- The ability to include student artwork and vignettes (e.g. Sponsors, Alumni Spotlight Interviews) was a benefit and could still be used when Showcase is in-person and livestreamed
- Even when Showcase is live, we should still stream the performance (depending on cost)
- The term “showcase reimaged” and incorporating both arts and academic highlights was very positive and can hopefully be done in the future
- Use of Alumni Spotlight and any of the pre-recorded performances would be good to leverage and repackage into a shorter school spotlight video for future development/donor engagement
- It was requested that Development provide an expense overview for this year’s Showcase

Strategic Planning Retreat Debrief (Occurred on 6/12 via Zoom):

- RDC discussed how donor recognition could be more equitable, as ASA’s family community is socioeconomically diverse and discussed how we can celebrate all forms of giving and support of the school
- It’s important to continue to diversify our donor database to stretch beyond ASA families; the ASA board can be instrumental in these efforts
- There is an important need to recognize different kinds of donors such as corporate sponsors and/or sponsors who are outside of the ASA family community and separate from the “100% giving” ask group
- ASA will need to find a balance in donor recognition - as the school grows, more donors -- and recognition/appreciation of those donors is essential and will continue to become more and more important
- Potentially expanding the current Circle of Giving levels (beyond \$2k) or adding a separate recognition to these added donor levels will be explored

Board Engagement for FY22 - RDC Leading the Charge/Next Steps

- **Update:** Next steps with Geronimo Consulting - Board Engagement and Fund Development
 - Exploring ASA-specific ways of intro/cultivation of new/existing donors
 - Review/exploration of tools or methods of fostering a culture of philanthropy at the school -- that begins at the board level and expands to ASA parents/families, faculty, staff, alumni, etc.
 - Aug-Sept Board Training date TBA
 - Training topics will be in the works over the summer. Some considerations:
 - Review of Board accomplishments of the past school year
 - BoardSource Book for consideration by Tony and Javier for RDC/All Board reading
 - Javier and Tony to read first 30 pages or so before the rest of the Board
 - Review Board Commitment Forms for FY 21-22 and update to align with Fund Development goals.
 - HOS individual meetings typically occur at the end of August-beginning of September
 - Reimagining Donor Recognition and Donor Stewardship
 - Training, tools and resources on how Board members can intro ASA to their sphere of influence
 - Thinking about the addition of external members to some of the ASA ad hoc committees that currently exist.

Board/Ambassadors Collaborations - FY22:

- This will be a challenge over the summer in terms of student engagement - looking to do a reset in August
- RDC members requested more guidance/direction for the videos and how the videos can be used to benefit fund development.

Summarize Action Items/Next Steps:

- RDC members to continue gratitude calls and thank you notes
- Leslie to provide an expense overview for Showcase
- Leslie to provide a datapoint on parent participation and giving for SY 20-21 for comparison to the upcoming SY 21-22

END TIME: 8:53 AM