



Perspectives Board Meeting

1:00-4:00 pm | May 10, 2018

1530 S. State St 2nd Floor Chicago, IL 60605

Board Members

Present:

Tony Anderson
Amber Bobin (phone)
Holly Copeland
(phone)
Sandy Sterling
Deborah Stevens
Sheree Speakman
Cara Hughes
Andrew Killion

Loren Weil

Kim Day (board/staff)
Rhonda Hopps (board/staff)
Diana Shulla-Cose
(board/staff)
Terrence Mullen
LaMarr Taylor
Rick Fezell (phone)
Andrew Ward
DeEtta Jones
Hall Adams

Board Members

Absent:

Ikram Goldman
Cheryle Jackson
Jess Goode

PCS Staff Present:

Jennifer Rose
(phone)
Ann Chan (phone)
Jen Brown
Joan Claffey

Guest:

Steve Kim
Natalie Tesser

Opening: Tony Anderson calls the meeting to order pursuant to the public notice at 1:04 pm. Tony asks if there are any conflicts of interest. None are presented. Anderson moves for approval of February 2018 board meeting minutes, Loren Weil seconds, all in favor.

External Affairs Update: Diana Shulla-Cose and Joan Claffey report that the External Affairs team was able to raise \$1.1457 million at the 2018 A Disciplined Life Gala, although additional donations are still being recorded. Diana mentions that the guest list was nearly 550 attendees. Joan mentions there were many new faces and organizations that attended this year, with thanks to David Storch and Ron & Fifi Levin. Overall, there was great, positive feedback on this year's Gala. Joan updates that the team will move away from Salesforce and new database will be implemented with the help of a consultant to capture a better donor list, generate more meaningful reports, communicate with both alumni and families, and track fundraising efforts more strategically. The board provides general feedback for the team to brainstorm for next year's gala such as preparing students in advance, removing the paddle raise, and providing more envelopes underneath plates/or chairs for donations after speeches to make a big, impactful contribution. Joan reports that the External Affairs team will bring in an annual giving program and a grant writing program which leads back to having a better database.

General Operating Fundraising Update: Diana provides an update that we have raised nearly \$2,169,355 for general operating costs. This amount is short \$230k of our overall goal of \$2.4 million, however, there are 7 weeks until the end of the fiscal year. She assures that her team will be working hard to raise the remainder prior to June 30th. Joan reports that she will review our list of donors and send out asks to those who did not make a contribution last year. Joan reports that the reason we are \$230k short is due to a shortfall with the annual Golf Outing. She reminds the board that we raised \$89,500 this year in comparison to approximately \$220,000 last year. Tony Anderson suggests that a volunteer committee should be formed to help with the outing since the External Affairs team has limited staffing. Rick Fezell and Cara Hughes both volunteer to help strategically plan for next year. Tony also suggests focusing on bringing new companies next year, such as UPS, and encouraging them to donate to both the Gala and the Capital Campaign.



Perspectives Charter Schools

Educating for College, Preparing for Life

Student Recruitment Update: Rhonda Hopps provides an update to the Board on the GoCPS process for student enrollment. Rhonda reminds the board that this process is a method from CPS to simplify 9th grade enrollment. All CPS high schools are a part of the process (selective, magnet, IB, charter, and traditional neighborhood schools). Rhonda mentions that round one of the lottery process is complete, however there were some issues that families experienced such as not being granted first choice selection, not accepting offers, and general confusion about directions. Round two will begin soon, and a more definitive update will be provided after June 2nd, 2018. So far, 240 students have accepted for 9th grade (119 students short of our enrollment target), and this is 2.5x more than last year's enrollment at this time. Rhonda reminds the board that the Student Recruitment team is busy reaching out to students who have tentatively accepted in order to finalize acceptance for FY18-19.

Hall Adams motions to enter into **closed session** to discuss legal negotiations for a land purchase agreement, Sandy Sterling seconds.

Closed session is held.

Vote for Purchase Sale Agreement: Sandy Sterling moves to approve the purchase sale agreement, Deborah Stevens seconds. None opposed, all in favor.

Meeting was adjourned by Tony Anderson at 3:37 pm. | Submitted by: Jen Brown