



Development Committee Agenda

September 4, 2024

9:00-11:30 AM

ATTENDEES: Joe Arnold, Frank Glover, Deb Sudberry, Jim Bostic, Torrey Bates, Atoya Constantine, Teberina Johns, Irving Williams, Kyla Byas-Smith

KIPP Soul Campus, 1445 Maynard Rd NW, Atlanta GA 30331

Zoom Link: <https://kippmetroatlanta-org.zoom.us/j/95834385675>

Time	Agenda Item
<p>9:00 AM</p>	<p>Welcome + Connections</p> <ul style="list-style-type: none"> → Agenda Overview → Consent Item – 8/7/24 Minutes – made quorum. Deb, Frank, Joe, and Jim were present to approve the August meeting minutes → Connections – “What personal experience or story first inspired your passion for supporting education, and how does it influence your commitment to our mission today? (All committee members shared) → Highlights & Updates - (Dr. Hines book signing, KIPP Forward 2024, Cluster Night)
<p>9:20 AM</p>	<p>Fundraising + Development Department Updates</p> <ul style="list-style-type: none"> □ Fundraising Draft Path: a living document that the committee will be able to see regularly where we stand with grants and approved funding □ Update: Marcus Foundation grant approved \$4.5M (for 4 years); the desire is to be able to track youth services and civic engagement; we received \$400,000 more than what they’ve given us in years prior □ This is an outcome after not maintaining the relationship very well years prior; thankful to Torrey & Joe for their cultivation to get the chance to show them what amazing things we are doing in our schools and through KIPP Forward □ Update: application prep for Woodruff Foundation (Capital)/Whitehead (Operating) □ Playground Grant – (Home Depot Grant) □ Goizetta Foundation – the committee is curious if the ask is too low (they typically give 3-year grants (operating)-- \$225,000-\$375,000 *interest in entrepreneurial efforts) □ Chart of Accounts must be appropriately logged (operating with a level of fidelity and stewardship)

	<ul style="list-style-type: none"> ☐ Redefine what Above & Beyond Is and all our other initiatives are ☐ PARTNERSHIP IS GOING WELL WITH THE PURPOSE POSSIBLE & DNL OMNIMEDIA. ☐ Koch Foundation – interested in career development, not so much college, but Deb will find a contact to help us look into KIPP Atlanta Experiences – Fall School Tours ☐ Spending more time at the schools are important; and our Board/Committee has strong stories & connections ☐ One of our strategies is for the Board to get at least 10 people to join us for school tours throughout the school year Best of Kipp Sponsorship Packages ☐ Concern was raised about us not targeting the same individuals for Night of Impact ☐ Could we create one annual sponsorship ask with all the events? ☐ The hope is to tap into 200 new corporations to reach out to for sponsorship opportunities as a package of KIPP ATL Experiences ☐ Please do not solicit any of our big Night of Impact donors (ie, Cox, Delta, Truist) ☐ This sponsorship was designed as a way to invite donors to attend regional school experiences with us ☐ Agreed to test it out as a pilot to gauge the response for the first year; approved to give it a try 2024-25 Board Commitment Card ☐ Will present to Mr. Deanne at the next board meeting in October to see if we have permission to get approval to send to the Board Donor Cultivation Naming Conventions ☐ Will send out a survey to get the committee to select what naming conventions they suggest we use for our various tiers of donors
<p>9:45 AM</p>	<p>KIPP Forward - Irving Williams</p> <ul style="list-style-type: none"> ● Mission Statement <ul style="list-style-type: none"> ☐ Bridge assessment program ☐ This is an important conversation to have about standardized testing: make sure every student takes the standardized test and sends them to the college ☐ How can we do a better job at predicting the students who will graduate college and not end up with debt? (*question asked by committee*)

- Low-income scholars graduating in 6 years – 20% national average
- Financial (\$500) /social fit/academics factors of derailing a scholar from graduating college
- Want scholars to be successful in whatever they choose to do after they graduate high school
- Scholars have actual choices in AA, CTE & Military, a range of options
- Make sure scholars understand that no matter what their ACT scores are, they don't need to feel discouraged but have the option to choose what they would love to
- Career Services
 - Exposure to careers and jobs scholars can experience through different industries.
 - Substantial exposure opportunities (like with Delta Aviation Program)
 - Mentorship partnerships for our scholars to learn, 1-on-1, from individuals in these industries
 - Professional development
 - Entrepreneurship exposure: develop business plans and steps to go into entrepreneurship
 - Suggested by Committee to look into a Spanx partnership; also, Fresh Films partnership/internship opportunities.
- College Match
 - An in-class experience to let scholars know what they are in for as they prepare to start classes in college (Senior Jumpstart)
 - Guidelines for completing this counselor model to add value to scholar experience
 - Post Secondary Snapshot Projects – an activity for students to explore what their after-high school map looks like (Warrior Blueprint starts freshman year for scholars to begin exploring options, creating a map for life after high school early)
 - Focused on the scholars' story, developed with the school advisors
- College Persistence
 - Backers program – virtual mentor; scholars feel more supported
 - Chime Ambassadors Program – scholar leader expands reach on

	campuses; wants to see ROI grow
10:45 AM	<p>Telling The KIPP Atlanta Story</p> <ul style="list-style-type: none"> ☐ The Science of Storytelling “BE BRIEF, BROTHER!” ☐ Many APS Anti-charter (assume we are taking money away from scholars); our distinction is that we are motivated by love...why they choose us) ☐ Please find a way to include CTE in a one-liner (suggestion from Jim); since 60% of our scholars are focused on career options ☐ One Promise (has us redefine the alumni number; even if they chose a different high school – we need the accurate number of KAC scholars) ☐ How does your personal story tie to the KIPP ATL Vision?
11:25 AM	<p>Next Steps + Close</p> <ul style="list-style-type: none"> ☐ Storytelling Framework: write your own younger self a story about your why (lead with this in our next development meeting); weave the needs of our scholars & funding together ☐ Stakeholder perspective: put together our own stories to share diversity, unity, and unique threads that show that there is no one chained linked fence ☐ What speaks to the legacy of what you’ve given into the KIPP ATL Story? ☐ The committee strongly suggests telling the KIPP Story through our initiatives and the real problems we are solving. ☐ The story is about the work that is happening about our growth post-COVID (share the truth about what’s happening; donors want to know the incremental steps/progress being made and the success we are having) ☐ What is the problem, and how are we solving it?
11:30 AM	Adjourn - @11:35am (set in motion by Joe Arnold)

2024-25 Development Committee Meeting Dates
Date: November 6, 2024
9:00-11:30 AM
KIPP Regional Support Team Office