



Clear Creek Education Foundation

Executive Committee Meeting ● Dr. Smith's Conference Room 8:00 AM

CLEAR CREEK
EDUCATION FOUNDATION

March 10, 2010

Board Attendees: Joe Barlow, Lisa Holbrook, Gene Hollier, Jamieson Mackay, Dinah Matthews and Jim Towey

Ex Officio Attendees: Angela Jenkins and Greg Smith

Call to Order

The meeting called to order by Lisa Holbrook, Chairman, at 8:07 AM. A quorum was present. Dinah Matthews, Secretary, was present.

Lisa opened the meeting with an Irish blessing.

Approval of Minutes

The minutes from the February 10 Executive Committee meeting were approved as presented.

Superintendent's Report

Two CCISD Board of Trustees' (BOT) seats are up for re-election - (District 1) and (At-Large B). On March 8, the deadline to submit an intent to run, the following completed packets were received by CCISD: Robert Davee (unopposed) - District 1 and Ann Hammond (incumbent), Robert "Colton" Schultz and Star Lazarow - At-Large B. A Board Candidates' Orientation will be held on March 10 to familiarize the candidates with the expectations and time commitment of the position. If anyone chooses to opt out of running in the election, the deadline to withdraw is March 16.

The Clear Lake Area Chamber of Commerce will be sponsoring a Candidates' Forum on Monday, April 19.

Teacher contracts are up for renewal beginning March 22.

The budget for the 2010-2011 fiscal year is still in process. No programs will be cut; no teachers will be experience a reduction in force. However, it remains uncertain about raises.

CCISD Teachers of the Year have been selected. They will be honored at a luncheon on Tuesday, May 25. All of those selected are eligible to be considered for higher levels of recognition.

Coordinator Report

The April Board of Directors' (BOD) meeting will be held on Wednesday, April 21 at Armand Bayou Elementary at 11:30 AM. Lunch will be served and attendees will have the opportunity to hear Mary Caruth present the grant she was awarded, Heart Adventure Challenge Course.

Scholarship summaries were distributed to those who contribute to the funds.

Angela will be attending an Education Foundation conference on April 29/30 led by the Texas Pioneer Foundation.

Thirty-seven (37) students applied as models for the Fashion Show. Acceptance letters will be mailed today (March 10). There is concern about the number of models (ideal number is 50) and the lack of representation from Clear Springs HS and Clear View HS. Angela will pursue extending the deadline for Clear Springs.

Angela attended the annual Texas School Public Relations Association (TSPRA) annual conference with Lisa. Reports are attached. (Attachment A)

April 23 has been designated as Education Foundation night at the Astros game.

Three FS donors per week will scroll on the CCISD Web site. This will begin the week after spring break and continue until the Fashion Show is held.

The deadline to receive Teacher Innovative Grants (TIGs) is March 31; student scholarships is April 10.

Board Development

As a result of the vacancy of Joe Marshhauser's resignation, the Board Development committee recommends Joe Barlow as Vice Chairman and Jan Bailey as the newest CCEF Board of Director. This recommendation will come before the Board of Directors for approval at the March 24 meeting.

Community Outreach

Jamieson will present to the Clear Lake Home Owners Association Board on March 10 about the Clear Creek Education Foundation. This is the first in a series of speaking engagements.

Finance

The Finance committee met with the auditors - Ham, Langston & Brezina - to review the results of the 2008 audit. By direction of the Finance committee, Jim Towey moved to adopt the 2008 audit as presented. As this comes as a recommendation from the Finance committee, a second is not required. The motion carried and the recommendation will come before the Board of Directors for approval at the March 24 meeting.

As a result of the auditor's recommendations an amended 2010 budget will be presented to the BOD for approval at the March 24 meeting.

Fundraising

A luncheon/tour of Victory Lakes Intermediate Career Exploration Technology Lab (CETL) occurred on February 15 with representatives from British Petroleum (BP) in attendance. Follow ups will occur after spring break.

Thanks to Bob Elford, Lisa and Angela were able to host another prospective CETL donor, Plant Automation Services (PAS) on Wednesday, March 10 with a luncheon/tour of Victory Lakes.

Sub-committees of the Fashion Show are meeting including Decorations and Auction. The student model/parent meetings will be held on Wednesday, March 24 and Thursday, March 25.

The first tax-free day was declared as May 16 in conjunction with the Silent Auction at the Fashion Show.

Programs

There is interest with individual grant funding.

It was suggested that we can use other venues (such as the Fashion Show) to find other sources of funding grants that would continue throughout the year.

Other

Event Insurance for the Fashion Show will not be purchased this year.

The next BOD meeting will be held on March 24 at 8:00 AM in the CCISD Board of Trustees' Board Room.

The meeting adjourned at 9:06 AM.

Dinah Matthews

Secretary

Lisa Holbrook

Chairman

Texas School Public Relations Association Annual Conference

The 2010 Texas School Public Relations Association (TSPRA) conference took place at the Sheraton Hotel in Austin, Texas from Monday, February 22 through Wednesday, February 24.

Our first general session convened on Monday at 11:45 AM. In addition to greetings and opening remarks, Tom DeLapp, Founder of Communication Resources headquartered in California, gave an entertaining and informative speech about the effectiveness of teamwork. Awards were presented to Rookie of the Year and Most Valuable Member.

I attended a skill session on "Communication and Your Annual Campaign". Afterwards the event offered twenty minute roundtables on a variety of subjects. Within a period of an hour and half, an individual could select four to participate in. I chose "Facebook and Twitter: Should We Go There", "Fundraising in Today's Economic Times", "The Reading Express" and "Developing Individual Relationships/Donors". The second skills session concluded the day. My selection was "Five Predictions for the Next Ten Years in Education Foundations".

On Tuesday, sessions included "Education Foundations" and "PR from Behind the Scenes". The second general session featured keynote speaker Mary Gordon Spence and the presentation of the Bright Idea Award. Officers for 2009-2010 were recognized and officers for 2010-2011 were installed. A superintendent's panel featuring individuals from across the immediate geographic area discussed issues as it relates to public education.

Texas Secretary of State, Hope Andrade, wrapped up the third and final general session on Wednesday. Skill sessions did not feature topics on Education Foundations per se, but did offer one the opportunity to learn more about marketing techniques in general.

In my opinion, this conference is targeted to address the needs of the public information offices throughout the state and not as equipped to handle the unique requirements of foundations. However, I appreciate the opportunity I had to attend.

Lisa Holbrook
Clear Creek Education Foundation
Chairman, 2010

ATTACHMENT A

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TSPRA Conference Report:

I attended Education Foundation Certification training on February 22nd. I obtained 6 hours toward certification. I need 6 more hours to be certified as an Education Foundation Professional.

I attended many training sessions at the conference in Austin on subjects such as Annual Education Foundation Campaigns presented by Louise Henry and Education Foundation Bistros and Power sessions which included interaction and discussion with many other Education Foundations in Texas. We discussed successes and problems we all have in common. I participated in three twenty minute roundtables including "Fundraising in Today's Economic Times", "How to have a successful staff payroll deduction campaign" and a second Fundraising presentation. I also attended the "Predictions for the Next Ten Years in Education Foundations" presentation which talked about the expected growth of K-12 Education Foundations in Texas. There was only one track for Education Foundations so Lisa and I attended many of the same classes. I gained a lot of great ideas to incorporate for another attempt at a payroll deduction campaign here at CCISD. These will be implemented in August 2010.

Overall, I felt the conference did not meet expectations as it has in years past by providing relevant and necessary interaction and training for Foundation Management. On Wednesday, February 24th after the conference, area EF met with the Region 4 TSPRA VP, the Education Foundation Chair, and 2010-2011 TSPRA President to express concerns about the benefits to Education Foundations in attending the TSPRA conference. We agreed to submit ideas for advanced training for those of us who have been managing our foundations for more than 3 years. We will work with them to provide better training opportunities for next years conference.