



August 2022

Tuesday, August 23, 2022

Location: Virtual

Link to Virtual Meeting: <https://meet.google.com/che-cfgc-tfx>

Or dial: (US) +1 910-758-0415 PIN: 481 955 593#

THE GO BIG FOUNDATION

BOARD MEETING AGENDA

Vision Statement

One day, all girls will have access to **great opportunities** in education.

Mission Statement

G.O. B.I.G. will provide an immersive STEM education for girls, fostering their academic achievement, entrepreneurial mindset, character development, social responsibility, and, ultimately, preparing them to excel in college and the world beyond.

Ethics Statement

As members of the Board of Directors of The GO BIG Foundation, we are responsible for adding value to the Great Opportunities and Boundless Innovations for Girls (G.O. B.I.G.) and for contributing to the ethical success of the organization. As such, we commit to the following:

- We further the mission, vision, and goals of G.O. B.I.G. by engaging in activities that enhance its credibility and value.
- We uphold and adhere to the highest standards of ethical and professional behavior.
- We avoid engaging in activities that create actual, perceived, or potential conflicts of interest.
- We accept professional responsibility for our individual decisions and actions.
- We source and disseminate information ethically and responsibly.
- We foster inclusiveness and cultivate diversity in our organization.
- We develop, implement, and advocate for policies that promote equitable and just treatment for all.

(Adapted from [The Foraker Group](#))



Attendees:

Board Members:

- Crystal Howe, Board Vice Chair (CH)
- LaDeidre Matthews, Board Secretary (LM)
- Shauntay Cloud, Board Treasurer (SC)
- Erin Howe, Board Member (EH)
- Shalonda Edward, Board Member (SE)
- Brittany Anderson, Board Member (BA)
- LaRia C. McNeill, Board Member (LCM)

Guests:

- Cory Draughon, CSP (CD)

Absences:

Board Members:

- Sharrell Howard, Board Chair (SH)
- Marsha Thomas, Board Member (MT)
- Diamond Howell-Shields, Board Member (DHS)
- Jahnel Bocus, Board Member (JB)

Agenda (6:30 - 8:00 PM)

Open Session

- **Call to Order**
 - *Meeting called to order at 6:35pm by CH*
- **Recitation of Vision, Mission, & Ethics Statements**
 - *Mission and Vision recited by SE*
 - *Ethics Statement recited by SC*
- **Approval of Current Meeting Agenda**
 - *Motion to accept agenda w/ addition of radio marketing opportunity discussion made by SC; second by EH*
 - **Vote:** unanimous approval
- **Approval of the June 28, 2022 & July 28, 2022 Meeting Minutes**
 - [June 28, 2022 Meeting Minutes](#)
 - [July 28, 2022 Meeting Minutes](#)



- *Motion to approve June 28th by EH; second by SC*
 - ***Discussion:** SE mentioned that minutes indicated members absent from the meeting with a strikethrough of their names. CH shared that the new template includes separate sections for present and absent board members, respectively.*
 - ***Vote:** Approved. 6 members voting in approval with LCM abstaining*
- *Motion to approve July 28th by EH; second by SE*
 - ***Vote:** Approved. 6 members voting in approval with LCM abstaining*
- **Public Comment:** *Public comment is a time for the community to provide feedback to the Board of Directors. For in-person meetings, attendees must sign up at the start of the meeting if they desire to give a public comment. Each community member is limited to three minutes of comment, with a total time of up to 30 minutes allotted to public comments. During remote meetings, attendees may add their public comments to the chat feature which will be sent directly to the Board of Directors. Board members will then share the comments with the meeting attendees for up to 10 minutes.*

Public comment is also a time for the Board of Directors to listen to the feedback of the community. Board members cannot respond to public comments during the meeting. However, the Board recognizes that each stakeholder is a vital part of our community and will take comments into consideration when making decisions, planning, providing feedback to administration, and completing committee work.

- *No public comment. CH summarized the public comment guidelines for the board's benefit/information.*
- **Proposal Regarding Board Meeting Time**
 - *CH shared that board meeting is currently 1.5 hours and proposed that the board vote to increase the meeting time to 2 hours to allow adequate time for growing board responsibilities and tasks.*
 - *Motion to change board meeting time to 6:30pm – 8:30pm made by SC; seconded by EH.*
 - ***Vote:** Unanimous approval*
 - *Website will be updated to reflect new time.*



- **Facility Update (EH)**

- *EH Spoke with Himark about the potential acquisition of Metrolina Regional Scholars Academy building. The acquisition is not an option because Metrolina has requested that GO BIG pay \$175,000 upfront in order to finance their new building. Melissa with Himart is working with EH to identify other options.*
- *RTO requires temporary and permanent facilities be in place. EH would like GO BIG to secure a temporary facility by 2nd RTO meeting, but would prefer by the 1st. EH is currently in the process of making multiple phone calls to inquire about other potential facilities. EH solicits the assistance of all board members in the outreach and plans to create a document to track and assign contacts to each member which will be shared with the board once created. CH shares that we are still making good progress in RTO process although no facility has been secured.*

- **Grant Writing Proposals**

- a. **GrantWatch (CH)**

- *GrantWatch was recommended by CD. It is an online platform that provides access to grant opportunities by state and/or nationally. Access to details about the listed grants requires a membership which costs approximately \$200 per year. Discussion of GrantWatch was tabled to allow discussion of TY Boone Consultation before a vote.*

- b. **Ty Boone Consulting (SC)**

- *Urban Awareness is a consulting firm owned by Ty Boone. Services are \$699 per month and include assistance with the process of applying for 1 grant + additional consultation for grants that GO BIG writes itself. SH is also aware of another consulting firm.*
- **Discussion:** *CSP available to assist with grant writing. CD proposes that we pay for 1 month of consultation with Ty Boone Consulting (TBC) while CSP's grant writer is tied up through September 2022. LCM asked whether TBC provide its grant approval rate. SC replied that information not available.*



SE asked whether TBC will be identifying grants as well, or do the board determine what grants for which to apply. BA asked if GO BIG would provide template to consultation groups. BA—who has experience drafting grants— explained that consultation firms could more efficiently identify appropriate grants for GO BIG if they have a template with information about the school. CH said that GO BIG currently has at least 2 documents that can be shared. BA to send example template to board.

CH proposed that a representative from TBC come to speak with Board about services at an upcoming meeting. SE concerned that GO BIG may miss grant deadlines if the board waits until next board meeting. Deadlines for potential grants unknown unless we have full access to grants (i.e., GrantWatch). EH asked whether BA has access to GrantWatch or other platforms in order to access grants. BA has access to Pivot which is generally tailored to institutions rather than non-profit.

- o Motion by EH to table vote/discussion until a subcommittee created to further investigate options and answer questions presented during meeting with plans to vote via electronic ballot; Seconded by SC.*
- o **Vote:** unanimous approval. CH and SC will be in touch with additional information*
- **RTO Update (CH, EH)**
 - o CH and EH have guidelines and can make them available to members at their request in the interest of time.*
 - o September 28th Session (In-person)*
 - *A majority of the board must attend*
 - *Attending board members must pre-register:*
 - [RTO Session 1 Board Member Registration](#)*
 - [RTO Session 2 Board Member Registration](#)*

CH asked whether any members believe they will not be available to attend meeting. SE likely will not.

- **Marketing & Enrollment Events (CH)**



- o **Teacher Resource Group (“TRC”) - October 8th**
- o *TRC was brought to board’s attention by SH. Event is free for teachers and provides free services (massages) and other resources. Different tiers of sponsorship available to market our school to teachers and families*
 - \$250 – name on materials
 - \$1k – above plus booth at this and next 3 more events, and VIP with celebrity guest. CH recommends this option
 - 2.5k – above plus opportunity to speak at event
- *Approximately 300 attendees already registered. SE asked when sponsorship funds would be due. CH replied that due date currently unknown. SE asks when attending board members would be selected if sponsorship was purchased. CH replied that board members would be selected at a later time but school leaders and board chair preferred to attend + other board members. BA asked whether Board had existing marketing materials and CH noted that GO BIG has flyers and a large banner. EH also noted that GO BIG usually gives out snacks at marketing events.*
 - Motion by EH to approve \$1k sponsored package; seconded by LCM.
 - **Vote:** Unanimous approval
 - EH to update website to include Oct. 8 event.
- o **She Built This City - September TBD**
 - *SBTC agreed to co-host virtual event in September. More information will be provided.*
- o **iHeart Radio Sponsorship**
 - *GO BIG was recommended for sponsorship so will get free iHeart marketing/advertisements. CH and EH will be interviewed about GO BIG by iHeart producers Sept 13th at 4pm we have a meeting with producers to discuss GOBIG. If any board members interested in attending they should reach out to CH and EH.*
- **Review of Board Member Roles and Responsibilities (CH)**
 - o **Job Descriptions**
 - o **Board Evaluation Rubric**



- *Motion by EH to adopt board members roles & responsibilities + rubrics;
Second by SE.*
- *Vote: Unanimous approval*
- **Review of Current Membership & Terms (CH)**

About half of board should be turning over at one time, the next rollover to occur June 2023. Board should start thinking about recruitment of new members. CH reminded board that terms are 3 years each.
- **Officer Elections**

Votes for open positions conducted by anonymous poll

 - **Nominees for Chair**
 - Jahnel Bocus
 - Marsha Thomas
 - ***JB nominated.***
 - **Nominees for Vice Chair**
 - Jahnel Bocus
 - Erin Howe
 - Shalonda Edwards (deferred nomination)
 - ***SE nominated. As a result, EH will serve during deferral period.***
 - **Nominee for Treasurer**
 - Shauntay Cloud (Current Treasurer)
 - ***SC nominated***
 - **Nominee for Secretary**
 - La-Deidre Matthews (Current Secretary)
 - ***LM nominated***
- **Standing Committee Assignments (Bylaws Section 5.04)**
 - **Governance Committee** *The Governance Committee shall consist of **all members** of the Board serving in the **second year** of their current term. The Governance Committee shall be responsible for ensuring that the board is governing effectively and revitalizing itself. The Governance Committee shall also be responsible for providing leadership for board education, ensuring the Board is strategically composed, vetting nominated candidates for officer and*



membership positions, orienting new board members, ensuring an effective governance structure, and ensuring an effective board self-assessment process.

- o **Finance Committee** *The **Board Treasurer** shall serve as the chair of the Finance Committee, which shall include **two (2) other Board members**. The Finance Committee shall be responsible for developing, reviewing, and overseeing fiscal procedures, fundraising plans, and the annual budget. The Board shall approve the budget, and all expenditures shall be indicated within the budget. Any major change to the budget shall be approved by the Board. Quarterly reports shall be submitted to the Board showing income, expenditures, and pending income. The financial records of the Board shall be public information and shall be made available to the members of the Board and to the public.*
- o **Academic Excellence Committee** *The Academic Excellence Committee shall provide appropriate oversight of the school's educational program by ensuring that the school's educational plan is **positively impacting student achievement** and that the school's educational plan aligns with the school's **charter**. The Academic Excellence Committee shall also provide recommendations to the Governance Committee for Board education regarding strategic academic topics.*
- o **Development Committee** *The Development Committee shall provide leadership in engaging the collective Board and individual Board members in regular **fundraising activities** and **partnerships** for the school. The Development Committee shall also provide strategic direction, oversight, and accountability for the Board's fundraising activities.*
- o *Discussion: EH provided clarification on electronic voting, which can occur—even by telephone—so long as the vote is unanimous. If not, the item must be brought for discussion via non-electronic means.*
- **New Board Member Orientation (CD) (7:15 - 8:00 PM)**
 - o *Presentation by CD. Topics covered included:*
 - *Vision & mission*
 - *History*



- *Management Structure*
 - *Board Role*
 - *Hiring*
 - *Public Records*
 - *Accountability*
 - *Management vs governance*
 - *Fiduciary Responsibility*
 - *Board Activities*
 - *Next Steps (Bios for website, RTO process, committee selection)*
- **School Leader Hiring Committee Update (SE, SC, JB)**
 - *CH & EH recused from discussion. SE shared that CH declined initial offer but that she would be open to future discussions about the position January 2023. An RTO position to last a term of 6 months was proposed for \$25k. If RTO position created, board expenditures would total at least \$27k by March 2023. Board members generally in favor, but vote was tabled until a special meeting for quorum purposes. Special meeting scheduled for Saturday, August 27th at 9am*

Adjournment

Adjourned by LM at 8:38pm