

TSD Foundation Meeting

Friday, February 5, 2016

CTE Dining Room, TSD Campus

Attendees: Attending today: Jack Busenbark, Amber Farrelly, Susana K. Hal C. Bill Huber, Oliver Meek, Mike Moody, Marilyn Galloway, Parker Kennedy

Jack has Brad H.'s proxy

Others that are present:

Bobbie Beth, Jeanne Marie, Carol Richards, Interpreters

1. Amber opens the meeting at 7:35.

Guests – members introduce their guests

Mark Seeger

Olivia Dominguez – Sprint relay maybe support the TSDF board.

Maggie Schoolar -Sprint relay

Mike – Gary Beck – insurance for foundation

2. Minutes from Dec 9 meeting

Minutes sent out and included in your packet

Motion to approve minutes Marilyn Galloway, Oliver – second, Vote - all approve

- 3. Treasurer** – Parker Kennedy wants to step down, we voted him in, and he let us know that he is not allowed to be an officer, so we need new treasurer. Noted that Parker K. is not our TSDF treasurer, we need to elect a new one.

Any of you have interest in being the treasurer?

2. Jack Report on the Budget

\$58,000 in YEA check not in yet, made over the budget

Spooky skedaddle – not made budget due to weather, some money still to come in from HEAL Kenya from this event.

Cocktail party – income to come

Numbers self-explanatory – trend is upward.

4. Hal – investments

Stock market down, rebalanced sold some stocks, back in to the original investment policy

Invest committee meeting later in March, meet with Austin Trust – in April

5. **Insurance** – Mike Moody - come up – single event coverage in the past , Spooky Skedaddle, cocktail party, diamond gala

This is only one day coverage, we have to get insurance for each event.

Exec committee decided to go out and look for yearlong coverage

3 days total about \$2500 per year. This is the cost for coverage of 3 individual events.

Mike Moody went out and looked for coverage for the TSDF for the year, more coverage than what we have, cheaper than the 3 days individual events,

Gary Beck – turn over to Gary to present the policy.

The potential policy will provide coverage 365 days a year, no limit on the number of events

Volunteer, paid staff, etc. will all be covered when doing a TSDF activity.

Umbrella policy that gives another million dollars of coverage.

Jack – do we have deductible – activities of the board members?

Gary – this is not board coverage, State of Texas – Good Samaritan policy,

Provides foundation for coverage for fundraising activities, driving cars, have accident, covered.

Deductible is \$500 for fire, etc.

No deductible for liability.

It covers damages for lawsuits, up to 2 million dollars.

Olivia – good to have liability – events, yes our events will be covered.

Gary - fundraising is covered as it is an ordinary part of our organization

Mike thank you to Gary.

If we decide we want it, Carol will sign the document if we vote it in as well as board members.

Share on board member policy – later date

IF in effect today, go for a year, annual billing at end of year.

Amber any discussion – Jack – let's go forward with this insurance policy.

Amber – agree,

Motion – Mark Seeger moves to approve new insurance policy.

Jack B. – second

All in favor – all raise hands. Motion to adopt this insurance policy passes.

Carol will sign the policy today, it goes into effect today.

6. Bylaws – Bill Huber

Board dev committee got together and made recommendations for changes in our bylaws.

Look at red line version you have to see changes

Bill presented the changes:

Art 1 no changes?

Art 2 number of board members – now 25

Odd number is better for tie-breaker

Superintendent – she is the ex – officio member, not in board of directors

Executive Director – inform them email send out communications

Art 3 – addition – clarify chairperson titles

Gender neutral – chair or vice chair

Elections – what to do in terms of direct approach – stagger positions

Will have elections coming up this year

Duties of director

Investment officer

Parliamentarian

Art 4

Committees

Board development committee – added as a committee

Exec committee will be made up of 8 members

Chair, Vice Chair, Secretary, Treasurer, Parliamentarian

Investment officer, plus 2 members at large

Had 2 months to review

Mike – because of the format, etc., new bylaws, the red line, compare between new and old document, let us know if you have any questions.

Mark – anticipating a vote today?

Amber – does anyone have a motion to vote on this?

Marilyn - move to have a vote on the revision

Oliver – fine with new

Motion to approve – Mark Seeger

Second – Bill Huber – second

Vote to approve – all in favor

Motion Passes to approve the changes in the bylaws.

7. Oliver Meek and Bobbie Beth report on TSD strategic planning session ,

Jeanne Marie facilitator of this session, the session went very well.

Discussed facilities – good discussion on future growth, architects understanding TSD, staff, etc.

Proposal on our needs, have a proposal in 6 months, going forward should be ok

Administration, HR, ERCOD, in a central building

Recommendation – may be able to propose to legislature

Second half of day – mission, belief, vision

Dual mission – with deaf and professional outreach

Day 2 – survey from Claire – sent out results of survey

Plan measured success.

Identify critical issues with TSD.

Claire sent out 6 priorities.

Communication between departments, external, internal, mainstream everything, this is important.

Very important with legislature

1. Set a clear communication lines among community, team – strategic goal teams
2. Academic and personal achievement for the whole student
 - a. Language dev
 - b. Bilingual ASL and English
3. Staff support
 - a. 18% turnover rate for the staff
 - b. Common in terms of turnover rate? Standard for all deaf schools, or just TSD? Don't know the answer to this.

- c. This is not common business in general, want it 5 % or less
- d. Pay is low
- e. Educate legislatures on how to increase teachers' salary
AISD low teacher pay, qualify for SS income

4. Data based decision making

- a. Bobbie Beth
- b. Are making transition to data driven processes, not paper based

5. Facilities master plan

- a. Working on this
- b. This is such a wonderful opportunity

6. Statewide outreach

- a. Very important

August 2016 – plan ready for presentation completion of master planning?

What is master plan time line? This will be 2016 – 2022 plan.

Repairs – another issue – this is talking about future, new space, etc.

At this time we are in the final year of previous 5 year plan

160 year anniversary of TSD.

7. Jeanne Marie introduce Bob Digneo from YMCA

Central mission making sure that no child is turned away due to ability to pay – mission of the YMCA. Bob will tell us about how to do a person to person ask to encourage donations for our Amplify Austin Campaign.

Campaign plan for TSDF – we like a “person to person ask”

Define a clear goal what will money be used for, Why is it needed,

What it is you are going to ask for?

Concise – try to get a focus, have a specific goal, business case – purpose for the money

Our 5 initiatives – this would be our asking points

Everyone comes in to this with different levels of confidence – confident to terrified, to do “person to person ask”

Management – know that this is the case and be support and encouraging to the board members in this concept of asking.

Board member making asks

1. Telling the story
2. What you do and why
3. Helpful to organization tell the story of TSD, the TSDF, needs that you have here

Let's come up with these now for our asks. Mission moments would be a good concept – have stories

4. Everyone usually appreciates being asked to contribute
5. Who should I ask?
 - a. Family member
 - b. Neighbor
 - c. Business contact
6. Customize your presentation
 - a. Specific amount of money from each person
 - b. Asking – at what level
 - b.i. Then it helps the conversation
 - b.ii. What the money is for
 - b.iii. Why you are involved
 - b.iv. Why you care
 - b.v. Phone or in person
 - b.vi. “I would love to have you give at this level, join me in this”
 - b.vii. Helps – make your own pledge first, then you go in asking someone to do what you are doing
 - c. Make your pledge, then you can say “ I gave at this level “
 - d. Decide what you want to ask them to do
 - e. Not formal, just conversational
 - f. I am on the TSD Foundation board because
 - f.i. TSDF does great things for the school

f.ii. TSD is a great school

f.iii. Why I am interested and have a passion – this is your personal connection to TSD, deafness, and / or education of children in general

g. Use these ideas:

1. Come up with your personal connection and story
2. Come up with your personal amount you are donating
3. Come up with your list of potential contacts
4. Start asking today, so that March 8 they know about Amplify Austin Amplify TSDF.
5. You have the Make Dreams Come True cards, pass these out to your contacts when you make the call or visit.
6. This card tells the donation date, website and our kickoff party info
7. Make it easy to get donors
8. Remind them their donation will be doubled by our matching dollars!

Jack B. suggested that this idea of ask is similar to that in a book by Simon Sink WHY???

Suggested that we are experiencing donor fatigue – need to try to avoid over asking same persons

How do we develop this and find more friends?

Ideas

Spread the word. Start with family, relative from another city, someone who might be more interested in supporting this campaign

Feel donor fatigue – inviting other people to join you in fundraising – will you find 5 people to give to us?

Teams of people that ask others

Challenged to find another person to fundraise with us.

Broadened group to raise funds with us.

Attitude you have going in, - there are a lot of people that appreciate being asked, they may not be able to help at the level of funding you asked, but people do like to be asked to help

You are giving these friends an opportunity to help

Thank the folks after you talk to them.

What letters are going out ?

Letters, emails will go out to the TSD contacts starting the 10 days before Amplify Austin, emails, facebook posts, etc. will start at this time.

Talk to prospects between the times, - send to your prospects, you appreciate them all year long, thank them in between.

Add your own thanks

Thank them for their time.

School is very important to the state.

Very important to the community.

Mark Seeger – can we do some role play asking – training? Bob, would this work?

Bob - Do it, role play, it will help to actually do the ask in person.

Start your first ask that is the easiest to do.

Can you join me at the \$500 Level?

Quiet for a minute, then let them speak.

Mark – Do you board members want to have a role play session – we could schedule this, let's try to have a role play in the future so that it gets easier for us to do this type of ask.

Carol - Can we get success stories from TSD???

Bobbie Beth is going to work on getting success stories from TSD.

Bobbie Beth – CSD is getting close to the Video for Amplify Austin finished up.

Thank you to Mark for your help with the voice over.

Avonne R. does the signing in the video.

Carol - Bobbie Beth, we would like to have Information we can use talking with our friends,
Tracking students.

Also would like to include teachers stories – to share – with our contacts

Carol – remember it is important to follow up with our contacts

Invite to our events.

Amber – I would really like Amplify Austin this year to focus on the deaf community – 60,000 members in Austin

Mark – round robin – get stories – in role play time session, let's try to get this in place.

Carol – anyone want to come for a role playing session, no one really wanted to come to an additional session for this.

Mark - suggested can we have some stories presented at meetings to so we have stories to share:

Teacher share with us, what the money from mini-grant did for them.

There are stories there that will help us to provide info to the potential donors.

Jeanne Marie, - there is something to be suggested – have a moment for mission – every board meeting – critical event presented. How money is used, what effect on the students, etc.

Carol will get this program in place with Bobbie Beth for our April meeting, hopefully 2 teachers will present each meeting. 3 min or 5 min stories for every board meeting.

Social Media lesson for the TSDF board:

Hal – communications – need to get tools for each individual to send out stuff on Facebook

Follow it, share it, like it. Need Social Media learning session.

Mark said that this is in place for our March 4 TSDF meeting.

Please bring your iPhone, or iPad to the March 4 meeting so you can sign up for our TSDF Facebook page and learn to share like, and forward our information.

8.Carol presented the info on our TSDF fundraising events.

Cocktail Party – Friday, Feb 12 please come.

Dine and Donate at Texas Land and Cattle – success!! WE made around \$250 in one day!

Diamond Gala committee is working on the event, May 6, 2016.

Bring items for our silent auction to next meetings in March and April please

Put this on your calendar. Under the Big Top theme.

If you company or you as an individual want to be a sponsor, contact Carol ASAP.

Tickets and VIP reception for all sponsors.

Amplify Austin TSDF

24 hours of giving, you can help us by making the person to person ask that was presented in today's meeting to your friends, contacts, and family members,

Try to get 5 new donors to donate to our Amplify Austin campaign, we don't want to increase donor fatigue, so help us get NEW donors, please.

Theme: Make Dreams Come True!

March 8 – 9 2016

6:00 PM March 8 – 6:00 PM March 9

Kickoff party

The Picnic 1720 Barton Springs Road

Tuesday, March 8 5:30 – 8:30 PM

Come out for games, food and fun and donating!

All are welcome!!!

TSD students, families, staff, all deaf community and all Austinites!

9.Amber reminded us of our next meeting

Friday, March 4, 2016

CTE dining room

TSD Campus

Adjourn at 9:15 AM .

