

LOCATION: MPR Room, TSD Campus

DATE: Tuesday, September 1, 2015

PRESENT:

Officers

Amber Farrelly, President
Michael Moody, Vice President
William Huber, Secretary
Jack Busenbark, Assistant Treasurer
John Blazier, Executive Committee
Danny Lacey, Executive Committee
Dianna Velasquez, Executive Committee

Board Members

Lori Breslow
Liza Chabokrow
Marilyn Galloway
Suzana Kaufmann
Parker Kennedy
Oliver Meek
Mark Seeger
Diana Velasquez
Emmy Wu

Advisory Members

Claire Bugen, TSD Superintendent
Keith Lanford
Keena Miller
Diana Poeppelmeyer
Bobbie Beth Scoggins
Nathan Schroeder

Consultant

Jeanne Marie Ellis, Fundraising

Staff

Carol Richards, Executive Director
Cindy Lee, Fundraising Director
Lisa Dirks, Marketing Director

WELCOME (Carol Richards)

Carol Richards: welcomes TSD board members to the retreat/first meeting of the 2015-16 year and thanks everyone for being there.

WELCOME TO NEW MEMBERS

Carol Richards: introduces new members and asks each of them to tell the other board members a bit about themselves.

- **Susanna Kaufmann:** Owns a software company that does molecular modeling for pharmaceutical companies. She's at TSD because she loves children
- **Lori Breslow:** Worked with Diana at ERCOD for 2 years, but currently serves as Director for DHH Services at DARS. However, wants to make it clear she is on the TSD as an individual, not as a representative of DARS.
- **Oliver Meek:** Works at Luminex, a company that produces medical equipment, but will retire later this year. His parents attended TSD and he and his wife both worked at TSD during the 1970s when they were in college.
- **Parker Kennedy:** Is an alum of TSD, former TSD board member, and former TSD diagnostician specialist. Has been working in higher education since 1998 and wants to give back to his old school
- **Emmy Wu:** ENT doctor, in Austin for 6 months, very happy John asked her to join TSD board

MINUTES APPROVAL — May 29, 2015 Meeting Minutes

Carol Richards: Counts the number of voting members present and confirms there is a quorum. Then, asks everyone to review the minutes from the previous (May 29, 2015) meeting.

Michael Moody: moves to accept the minutes.

Marilyn Galloway: seconds the motion.

All: are in favor and May 29, 2015 meeting minutes are approved

LOCATION: MPR Room, TSD Campus

DATE: Tuesday, September 1, 2015

BOARD GOVERNANCE

Carol Richards: explains that Amber Farrelly, Board President, is in trial and will arrive around 5:30. She will lead the meeting once she arrives. In the meantime, Carol will lead the meeting.

NEW BOARD NOTEBOOKS

Carol Richards: introduces the new board notebooks.

- Every board member has his/her own notebook, identified with your name on the front.
- At every board meeting, TSD staff will provide you with new content for your notebook (previous meeting minutes, etc.), so you will always have the most up-to-date information easily available for your reference during meetings or at home.
- **EACH BOARD MEMBER IS RESPONSIBLE FOR BRINGING YOUR BOARD NOTEBOOK TO EACH BOARD MEETING**, so your notebook will remain up to date.

Carol Richards: reviews the contents of the notebooks

- **Front Inside Pocket:** New Marketing Collateral
 - **Marketing Brochure**
 - **TSD Partnership Opportunities:** TSD recently sent out packets to more than 100 potential donors, informing them of TSD new partnership opportunities for the 2015-16 year: Underwriters and Event Sponsors. *This TSD Partners packet was sent out to individuals, companies, and organizations. It was a one time, annual ask. WE WILL NOT GO BACK to these donors again this year to seek additional sponsorships. WE will remind them during the year of this opportunity.*
 - **Underwriting Partnerships:**
 - Underwriters will have the opportunity to support all 3 of TSD's events (Spooky Skedaddle, Cocktail Party, Diamond Gala) throughout the 2015-16 year at a variety of levels.
 - In exchange and according to their sponsorship level, each Underwriter will receive prominent credit year-round on our website, as well as whenever any of our events are promoted.
 - Specific benefits are detailed on the Underwriting Opportunities Chart.
 - **Event Sponsorships:**
 - Event Sponsors will have the opportunity to choose one (or more) of TSD's events they want to support at a variety of levels.
 - In exchange and according to their sponsorship level, event sponsors will receive appropriate credit whenever their specific event is promoted.
 - Specific benefits are detailed on individual sheets representing each event
 - **Carol Richards:** asks all board members to review the TSD partnership opportunities in the front inside pocket of the notebook and to let her know if they, their company or a friend might be interested in partnering with TSD this year. She is happy to give a presentation to further explain the new partnership levels in more detail to anyone who might be interested.
 - **Back-to-School-Day Flyer:** Flyer was given to parents who attended Back to School Day on August 23 to let them know about TSD
 - Claire Bugen and Keena Miller suggest if they could receive an electronic version, they would share the flyer with all parents via an upcoming e-mailing.

- Lisa Dirks agrees she will e-mail it to them.
- **Pink Section:** NOTE: Tab colors correspond to the Table of Contents.
 - **Board Members List of Names**
 - **Contact Information:** listing all board members' contact information. Please review this and let me know if you find a mistake, so we can get it corrected.
 - **Board Member Agreement:** This is for voting board members only. (Advisory board members do not need to sign the Board Member Agreement.) Please remove the agreement from your notebook now, read it closely, sign it, and give it to us today. Also, please print your name clearly on the top, so I am able to confirm who has submitted their board agreements. **NOTE: If you don't sign the agreement today, please review it, sign it, print your name clearly on the top, and return it to Carol by mail ASAP.**
 - **Board Meeting Dates for 2015-16:** Based on your feedback we reduced our meetings from 10 to 8 per year, but one is the Donor Appreciation Luncheon, so we will really only have 7 meetings. We encourage you to attend the appreciation luncheon in order to help us thank our donors.
 - **Executive Meeting Dates for 2015-16:** Listing of meeting dates.
 - **Important Dates in Basecamp:** I'm working to get all board and executive committee meeting dates put into Basecamp, something we will discuss later.
 - **TSDF Calendar for 2015-16:** The year at a glance. However, a couple of the dates have changed, so this calendar will be updated and replaced.
 - **Events Calendar:**
 - **Spooky Skedaddle: Friday, October 31, 2015**
 - **"Have a Heart" Cocktail Party: Friday, February 12, 2016.** Because it's so close to Valentine's Day, we will have a Valentine's Day theme.
 - **Diamond Gala:** We learned today that the date for this year's Diamond Gala has changed to Friday, April 22, 2016, rather than in early May, as is typical. As you know, they always provide space and volunteer help as an in-kind donation. **NOTE: Minutes amended by Carol Richards. As of Sept 16, the NEW GALA DATE IS FRIDAY, MAY 6, 2016. The Hilton changed the date because Passover begins on Friday, April 22.**
 - **Amplify Austin: Tuesday, March 8 – Wednesday, March 9, 2016**
 - **How to Speak when using an interpreter:** Please review this page.
 - **Green Section:**
 - **Mission + Vision Statements**
 - **By Laws:** The Board Development Committee will be reviewing and revising the by-laws later in September and we will give you updated copies once that has been finalized. That way, we will all have a current copy of the by-laws for easy reference in our notebooks
 - **White Section:**
 - Task Forces
 - **Red Section:**
 - Ad Hoc
 - **Yellow Section:**
 - Meeting Minutes, you can add the minutes from each meeting if you wish to add them to your notebooks.

CONSENT AGENDA PROCESS

- **Board Meeting Minutes:** Carol explains that Jeanne Marie suggests we move towards a "Consent Agenda," meaning Carol will send the most recent board meeting minutes, via e-

LOCATION: MPR Room, TSD Campus

DATE: Tuesday, September 1, 2015

mail, to all board members for review. Each board member will need to read the minutes prior to coming to the next meeting. After reviewing them, you will email Carol with any questions, concerns, suggested edits you may have, so the document can be finalized. Then, during the following board meeting, it won't be necessary to take the time to review them as a group. Carol will simply ask for a motion for approval, second, etc. Carol asks if the group would like to proceed with that method. Everyone agrees.

- **Treasurer's Report:** This same process could happen with the Treasurer's Report. However, Carol would like to continue to have the treasurer give his report during the board meetings. Her reasoning is, we have a new bookkeeper this year and we are going to be able to present you with more in depth budget information, which we think will be clearer if done in person.
- **Task Forces/Committees:** Taking into consideration last year's feedback that too much time was being requested of the board members, this year we will incorporate 45 minutes into 6 of our board meetings, allowing the Task Forces/Committees time to meet while already together. Of course, if you need or want to work outside of that time, you can. However, our hope is that there won't be as much pressure for you to have to do that. Also, we will allow time for each task force/committee to present what they are working on and what they've accomplished since the last meeting.

BASECAMP INSTRUCTION and OVERVIEW

Bill Huber: explains Basecamp basics: what it is, how to get started, and how TSDF will use it.

- **What it is**
 - Basecamp is an online collaboration (project management) tool.
- **How to get started**
 - Each board member already has or will receive an invitation to join.
 - If you still haven't received your Basecamp invitation, check your spam folder. If it's not there, let Bill or Jack Busenbark know and they will resend your invitation.
 - Once you receive the email invitation, you will then need to sign up by filling in your name, email and creating your own password.
 - After this initial sign in, you will receive a verification notification from Basecamp.
 - You will only need to complete the verification process one time.
 - After that, you will simply login to gain access and see what's happening relevant to TSDF projects (i.e. task forces/committees, TSDF events, etc.)
- **How TSDF plans to use it**
 - There are 2 ways to view TSDF projects
 - View one project at a time
 - View all projects together
 - Basecamp allows you to:
 - Subscribe to every project or a specific project
 - Type info into the discussion area for all members to see
 - Send emails to others who have also signed up. (Note: emails are usually sent out from Basecamp every morning.)
 - See project notifications
 - etc.

SPECIAL DISCUSSION TOPICS AT 2015-16 MEETINGS

Carol Richards: As I said, 6 of our meetings we allow time for the task forces to work. So, at 1 or 2 other meetings, we are considering having speakers on special topics. To get the conversation started, we've got some ideas, but want to know your thoughts as to a couple of topics you would like to have presentations about.

Carol initiates the conversation by suggesting the following:

- **Vision Revision:** TSDF's vision statement was not reworked when the mission statement was revised last year and that might be something to consider. However, there was no interest from the board to rework the vision statement.
- **Partners in Education:** Jeanne Marie suggests we could have a speaker from another school district to tell us about their Partners in Education program
- **Legislative Updates**
- **Information about State Funding**

Carol opens the floor to board members for their input:

- **Training to "Make an Ask": Mark Seeger** suggests the board receive training as to how best to pitch TSD and ask for contributions, possibly including role-playing, where two board members practice their pitch in front of the room and receive critiques from other board members.
 - **Carol** thinks that is a great idea and suggests it happen in January, to prepare everyone for Amplify Austin.
 - **Oliver Meeks** says he would appreciate training, as it would help him feel more comfortable approaching not only individuals, but also church groups, etc.
 - **Carol** reiterates that we really want to focus on this year is getting the word out to more community organizations.
- **Parent/Student/Teacher Panel:** Jeanne Marie tells about a student panel she and Marilyn Galloway heard speak at a workshop for Transition Coordinators. They spoke about their challenges transitioning from school to college or school to workforce and what they felt would have helped make their transition smoother. She suggests the board might be interested in a student panel on a topic of particular interest to them.
 - **Marilyn Galloway:** reiterates that the student panel did a great job and it really could bring home why the board does what they do. This group does a lot of work and we could all benefit from hearing directly from the students.
 - **Jeanne Marie Ellis:** or possibly you could invite a few teachers to speak about mini-grants: what they've funded and how teachers and students have benefitted.
 - **Claire Bugen:** Yes, let's just allow school to get underway a bit and we can schedule a teacher/student panel.
- **Legislative Process:** Diana Poepelmeyer suggest that next year, possibly we could have someone speak about TSDF's role in the legislative process.
 - **Carol:** asks, "As a foundation, we aren't really supposed to get involved in legislation, are we?"
 - **Mike Moody:** Confirms that is correct. As a nonprofit, TSDF can advocate for TSD, but NOT lobby.
 - **Carol:** suggests possibly Diana's meant for someone to give us a presentation, informing us — as a nonprofit — what was possible to do.
 - **Diana:** confirms
 - **Carol:** We can plan that topic for the fall of 2016, in preparation for the session that begins in January 2017.
 - **Bobbie Beth:** Talks about the advantage of creating on-going relationships with our politicians, so we can educate them about TSD all the time. She suggests engaging

LOCATION: MPR Room, TSD Campus

DATE: Tuesday, September 1, 2015

with them year-round, rather than just when they are in session.

SPECIAL PRESENTATIONS

STATE OF TSD OVERVIEW

Clair Bugen: shares what TSD has accomplished through Programs + Outreach with TSDF's support:

- Mini-grants
- Summer Programs
- Paddles-up
- Funding Initiatives

Mini-Grants 2014-15

- 42 mini-grants were awarded in 2014-15, totaling \$28,500
 - **High school Robotics**
 - Received: \$300 Mini-grant: creation of branding/logo and team t-shirt)
 - Received: \$1,000 Mini-grant: provided building supplies for robots, motors, parts for robots, and competition fees
 - Results:
 - Great self-esteem builder for kids
 - TSD students were competing with students from all hearing schools. Often that dissuades them, but they were very motivated
 - Many of you were concerned that the program only impacted a few students. However, it was a very positive experience for them. We believe that's how you motivate others to join and eventually grow the program
 - **Culinary Bowl**
 - Received: \$1,000 Mini-grant
 - Results:
 - The Culinary Bowl was a difficult competition for TSD students because they are training in a glorified home economics classroom, while the students they are competing with trained in professional kitchens.
 - We are trying to partner with Culinary Institute of America (CIA) and ACC in order to provide TSD students the opportunity to train in professional kitchens.
 - **Art Therapy**
 - Received: Mini-grant last year
 - Results:
 - The Art Therapy mini-grant allowed TSD students to create a beautiful mural in the CTE building, providing them with:
 - artistic skills
 - team-building experience
 - community awareness
 - opportunity to participate in an opening event and build self-confidence

Summer Programs

- **Total Cost of TSD Summer Program:** \$568,294
- **Children Served:** 298 students
- **Cost per child:** \$1,700 per child for 4 weeks
- **TSDF Support:** \$5,000 for scholarships, allowing 33 children to attend TSD summer programs

Paddles-Up Funds

- **Family Signs**
 - Received: \$6,600
 - Results: Covered costs to train 9.5 parents for 2 semesters
- **Robotics STEM expansion**
 - Received: \$3,950
 - Results:
 - Helped to start an after-school program in Elementary and Middle School
 - Covered competition registration
- **Culinary Arts**
 - Requested: \$11,885
 - Received: \$3,030
 - **Claire:** TSDF money supports a piece of a much bigger financial picture. We could spend the next five years on deciding what to fund.
- **iPads**
 - Received: \$2,900
 - Results:
 - Purchased 10 iPads for Middle School

Funding Initiatives = \$15,000

These funds were disbursed :

- **Robotics**
 - Received: \$5000 to expand High School program and initiate Middle School and Elementary School programs
 - Results:
 - This program can't be bought with a small amount
 - Additional Need
 - We need additional sponsor for Elementary robotics after-school program
 - T-shirts
 - **Claire:** explains there are certain things that are needed, like team t-shirts, that can't be purchased with State Funds. She suggests this issue needs to be discussed in more depth with the board.
- **Outreach**
 - **Ages 0-3**
 - Received: \$5000
 - Results:
 - Texas Academy of Audiology
 - Assessment
 - ELF (Early Literacy Foundation) materials

LOCATION: MPR Room, TSD Campus

DATE: Tuesday, September 1, 2015

- **General Outreach**

- Received: \$5000
- Results
 - Workshop: Materials for next year
 - Discovery Retreat
 - ASL Storytelling: Equipment
 - Family Signs: Added Instructor Hours
 - Family Signs was begun with federal funds and, due to stipulations of the grant, is only available for non-TSD families
 - There are many TSD families (El Paso, greater Austin, etc.) who don't know ASL and want to learn. We want to expand Family Signs to include them. However, we don't have the necessary funds.

- **Hispanic Outreach**

- Received: \$26,500
- Results: TBD once best way to implement is determined
- Outcome of Focus Group and Surveys
 - Both the focus group and the survey resulted in the same priorities
 - Diana reviewed priorities and came up with two options for consideration.
- OPTION 1:
 - Family Signs: increase program = \$6,000
 - Guide by Your Side Spanish Liaison: Increase hours = \$2,000
 - Professional Training = \$2,000
 - Family Workshop Partnerships = \$4,500
 - Laredo is very interested
 - In-kind services (they already have a connection to us)
 - San Antonio Deaf Dance Troop = \$12,000
 - Their budget is \$46,000 and their school district provides half.
 - 4-week camp
 - Not enough staff
 - Diana met with Asst. Superintendent to the district and believes this could be a great partnership. A real opportunity to get involved with a program already in progress, rather than starting something new.
 - North Texas has Imagination Celebration, but it's too difficult for children from South Texas to get there. With the right focus, this could become South Texas' version!
 - **Bobbie Beth** points out that there is a huge gap in outreach to the deaf Hispanic community in the valley. \$26,500 is only a beginning step, not a long-term solution. We need significant additional funding to have ongoing programs that will have real

- impact in the valley
- **John Blazier** confirms that is continuing to explore additional sources of increased funding in this area
- **OPTION 2:**
 - Research: David Qitos Potos, UT Professor, complete research and provide recommendation = \$15,000
 - Family signs = \$5,500
 - San Antonio Deaf Dance Troop = \$6,000
 - Jeanne Marie Ellis suggests we look into applying for a grant to get funding for research, rather than investing that much money in research.
- **John Blazier:** says he'd like to vote on the Hispanic Outreach options now
- **Mike Moody:** makes a motion for Option 1
- **Marilyn Galloway:** seconds the motion
- **Raise hand if in favor: All but one voting member approve**
- **Opposed: Oliver Meek opposed**
- **HISPANIC OUTREACH: OPTION 1 PASSES**
- **Oliver Meek:** prefers research when there is not a lot of money to spend
- **Claire:** suggests that we still may be able to engage Professor David Qitos Potos
- **Mark Seeger:** recommends we approach the VRS companies for additional funding. They are always looking for ways to get in front of new users and may just be willing to fund something if they could, in turn, have the opportunity to set up booths at events.

Endowment

- Fundraising through the School, TSD gifted these funds to TSDF initially
- Original Funds
 - Floerke = \$30,000 (2007–13)
 - Walkup = \$175,000 (2008)
 - Eck = \$108,413 (2006–08)
 - Mortzseldt Stock = (2015)
 - Austin Trust helped attain this gift

Claire: TSD made a decision to have TSDF handle its investment. We need to create the opportunity for the endowment to continue to grow by locating more such large donor

Discretionary Fund

- 2015 Funds
 - Gulf Coast Deaf Club = \$7,500 gift
 - Vibes Club = \$
 - Dominos = \$10,000
 - Architect BJK Architects
 - \$6,000 for STEM Scholarships
 - \$4,000 for Staff and Student Incentives
- Robotics and 3-D printing
- Endowment fund
- Claire reminds everyone that TSD needs to fundraise \$7,500 to replace discretionary funds that used to be provided by TSDF to
 - celebrate staff and students (Welcome back-to-school, holidays, and end-of-year

LOCATION: MPR Room, TSD Campus

DATE: Tuesday, September 1, 2015

- parties, etc.)
 - academic team shirts
 - Matthew Morgan deaf magician
- **Claire:** thanks the board and reiterates that TSD deeply appreciates all that TSDF does to support the TSD's programs and outreach. **Claire** suggests that TSDF revisit this area of funding as the school does not want TSDF and TSD to ask the same businesses and organizations for funding throughout the year.
- **Jeanne Marie:** suggests that before closing, everyone talk about what information stood out from TSD's presentation that they would like to circle back to and discuss later.
 - **Mark Seeger:** says culinary arts needs more money
 - **Jack Busenbark:** STEM needs more funding, especially for girls
 - **Danny Lacey:** likes everything, but there is only so much TSDF can do, so prioritizing is necessary. He is most interested in focusing on STEM + Technology and the San Antonio Dance Theater Group
 - **Oliver Meek:** is surprised to learn that Family Signs is needed for Austin families
 - **Lori Breslow:** there appears to be a lot of need in the area of Outreach. We need to increase TSDF's visibility and create more partnerships in this area
 - **Jeanne Marie Ellis:** wants to highlight that it isn't necessary to come up with a new list of initiatives every year
 - **Jack Busenbark:** Thanks Claire, Bobbie Beth, and Diana for all they do and all they accomplished last year.

BOARD ORIENTATION

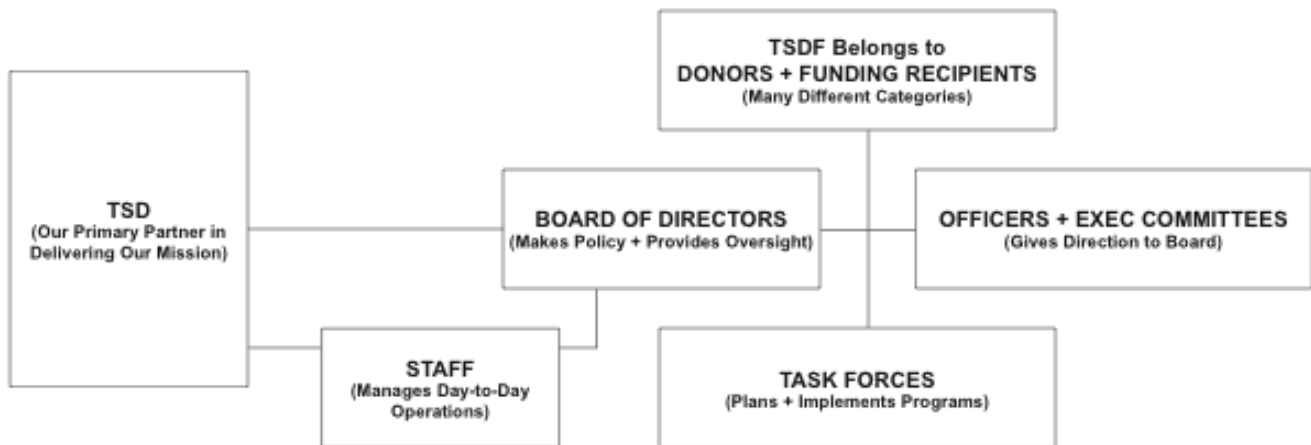
Carol: introduces Jeanne Marie Ellis to review the role of board members.

Jeanne Marie: begins by stating that boards are essential to the functioning of nonprofits. Organizations could not exist without the board guiding them.

TSDF Background:

- **Founded:** TSDF was founded in 2000 by Claire Bugen and John Blazier in order to enrich programming for the children and families served by TSD. The goal was to deepen language skills and broaden possibilities of the deaf population in Texas.
- **Status:** TSDF is a 501(c)3, nonprofit organization, governed by a volunteer board of directors, who set the direction and monitor financial and operational performance.
- **Mission:** 15 years later, TSDF is still dedicated to enriching programs for children's and families served by TSD and the statewide partners in education. Last year the mission statement was revised to more specifically identify what TSDF does. The new mission statement is ***to strengthen and sustain language, academic achievement and career pathways for deaf students at TSD and across Texas.***
- **How Do We Help?**
 - **Enhancing Educational Opportunities** in five key areas:
 - Literacy
 - Outreach
 - Technology (iPads, Smart Boards, etc)
 - Career Education
 - STEM Curriculum

- **Encouraging Creative Teaching** funding mini-grants to individual faculty + staff
- **Supporting Students**
 - financial awards to graduating seniors for academic excellence
 - scholarships to students in need:
 - Robotics
 - iPads
 - Summer Programs
- How is TSDF Structured?



- A nonprofit is cause driven.
 - TSDF belongs to the donors and funding recipients (students + families).
 - We need to make sure we know and communicate with our donors. What are they passionate about? How could they be engaged more?

TSDF and TSD are on the same team. The faculty and staff at TSD are 2nd to none in the nation, and we need their expertise to know how best to delivery our mission. TSD and TSDF are partners. We're married . . .we are not dating!

- What is the Board's overall job?
 - The board makes policies and provides oversight in order to ensure the mission is delivered
- What are the Board's responsibilities?
 - Determine organization's mission and purpose
 - Hire the executive director
 - Support and evaluate the executive director
 - responsibility of board chair and exec committee
 - Ensure effective planning
 - Monitor and strengthen programs and services
 - Ensure adequate financial resources
 - there is always more need than there are funds
 - Protect assets and provide financial oversight.
 - It's your responsibility as a board to understand the financials. If you don't, it's highly likely someone else doesn't either. Just let Carol know and we will work to simplify the information to make sure everyone understands this budget process
 - Build a capable board

LOCATION: MPR Room, TSD Campus

DATE: Tuesday, September 1, 2015

- what skill set does it take to accomplish these things, each person asked to be here for a specific reason
 - Ensure legal and ethical integrity
 - Enhance the organization's public image
 - What is our 2-minute elevator speech?
 - **ACTION ITEM:** Carol and her team can put together a 10-15 minute Power Point Presentation, so you can each have something easily accessible to help you give presentations to the public
- How do the officers guide the board?
 - **Board Chair/ president:**
 - runs the meeting
 - focuses on financial oversight and legal compliance
 - coordinates the work of various committees
 - assesses the work of the board and the executive director
 - **Vice Chair vice/ president:**
 - steps in to carry out the chair's responsibilities in his/her absence, i.e. runs board meetings board chair cannot attend.
 - **Secretary:**
 - takes meeting minutes
 - ensures accuracy of board records
 - provides notice of the meetings
 - posts agenda – annual meeting public might be interested in attending
 - Treasurer:
 - makes sure money is coming in and out as it is supposed to
 - Presents the annual budget to the full board of directors
- Every board member is critical to carrying out a successful mission.
 - If you are not fully engaged and contributing, then TSDF is not what it could be.
 - You are missed when you don't attend board meetings.
 - Passive board members are not good board members
 - If you are not speaking up and participating, you are missing an opportunity to be involved and TSDF is missing out on your skills, knowledge and viewpoint
 - Remember to be courteous of each other. There are appropriate ways to express your ideas, particularly when they conflict with someone else's. Remember to think first how best to respectfully disagree. Filter your thoughts. What is the best way to say this? What good comes from making this statement right now?
 - Cooperative advancement comes from greater good goal
 - What is the best decision at this time for our foundation
- 7 Commitments to be an effective board member
 - Advocate for TSDF
 - Give a financial gift every year. Make it meaningful and reflective of your commitment
 - Ask others to give to TSDF. (The cause leads the money follows)
 - Give your time and your talent. Each of you has special gifts. Share them. That's why you were chosen to be on this board. You're here for a reason.
 - Make connections for TSDF. Identify potential community partnerships and volunteer. You may have a family member, a friend, a co-worker who may be able to help and

- donate, be a mentor, volunteer, etc.
 - Be responsible to learn what we do. Inform yourself by digging into the issues. Do we have all of the information we need to make the decisions we need to make?
 - Be involved! Every single member is important.
- Why are you here?
 - Share your story. What touches your heart? Why are you here?
 - Time, talent and treasure – make a difference here in Austin and across the State. Use these to make a meaningful impact
- What are the Nuts and bolts of governance? What are your legal obligations?
 - Duty of Care
 - Use your best judgment
 - Ask pertinent questions
 - Actively participate
 - Pay attention
 - Loyalty
 - Avoid conflicts of interest
 - Put aside personal and professional interests
 - Duty of Obedience
 - Stay true to the mission
 - Obey the law as a 501 c 3
 - Regarding policy
 - You have the right to exert your influence to shape policy
 - This authority does not extend your vote.
 - You cannot individually commit TSDF to any action or policy
 - Regarding the public
 - You are an representative of TSDF to the community
 - Executive Director and/or Board Chair are the official media spokespersons. Whenever media ask you a question, refer them to the ED or the Chairperson
- Staff
 - Carol is the only staff member the board directs
 - In turn, Carol directs the other staff
 - When working directly with staff or TSD, work through Carol
 - TSD is TSDF's primary partner and beneficiary of the foundation's mission.
 - Carol is responsible for day-to-day operations, with TSDF and interactions with TSD
- Board and Staff
 - Board deliberate and addresses important issues as determined by the strategic plan
 - Make decisions to carry out
 - Manages operational affairs of the foundation
 - Provides technical expertise in fundraising
- Question: Staff goes over budget what is the process for this?
 - Costs more than you thought, look at your financials, watching expenses, etc keep a handle on budget shortfall
 - Bring new expense to finance committee maintain the budget parameters – exec director
 - Staff provide skills
 - Know and respect the duties of the staff, exec directs staff work
 - Staff consult with professionals to make wise decisions
 - Seek out info from professionals

LOCATION: MPR Room, TSD Campus**DATE:** Tuesday, September 1, 2015

- Efficacy – Interprets TSD Foundation services to the community and the community needs to the foundation
- Staff acts as bridge between you, staff, and TSD
- TSDF's Brand
 - Create culture in community to be an effective board
 - How does our brand look and feel to the public?
 - The way our brand looks and feels to the public
 - Strong brand image
 - Nurturing
 - Determined
 - Hopeful
 - Genuine
 - Welcoming
- Dynamic how you address the items on your agenda
 - Culture of inquiry, mutual respect, and constructive debate
 - Seek more information, question assumptions, and challenge perspectives
 - All voices have an opportunity to be heard
 - This board – opportunities for pitfalls, 2 cultures, deaf and hearing
 - Developing protocols around communicating
 - Give opportunity to ask questions – set ground rules
 - Memorize those ground rules – same page, at same time
 - Cultural uniqueness
 - Advocate for solutions that are based on analyses, not reaction
- Fiduciary – money, endowment, investments, entrusted with assets, ethics, relationship that we have to the foundation
 - How many are served by that amount of money?
 - Impact what does that cost?
 - Can we afford to do this right now?
- Strategic
 - Planning and thinking
 - What should we do?
 - How should we do it?
 - How could we do this better?
 - What business are we in?
 - Should we be doing this?
 - Who is our primary customer?
 - We are statewide, are we in the right markets ?
- Generative
 - think outside the box Creative
 - Robust discussions that encourage discussions, otherwise we can't be transformational
 - Should be Adaptive and transformational
 - What are we really doing?
 - How should we be perceived?
 - Are we who we say we are?

- In action for you
 - Attend regular board meetings
 - Attend task forces meetings
 - Participating in events
 - Attend TSD and TSDF events
 - Talent – share your special leadership
 - Philanthropy is a focus for this foundation
 - You are the stewards of this organization, take a leadership role, we mean business
 - Why should anyone else do it if we don't do it.
 - Use your talent
 - Provide leadership opportunities
- Fire up a board
- Relationships, results, and recognition
- Success in fundraising
- Do board assessment to see where our skills are
 - Share the presentation with us.

LOCATION: MPR Room, TSD Campus

DATE: Tuesday, September 1, 2015

2014-15 PROGRESS and PRELIMINARY IDEAS FOR 2015-16 – Carol presents Fundraising Review

- **Events**
 - **Spooky Skedaddle Halloween Festival & Heal Kenya 5K**
 - **Liza Chabokrow** reviews details, including
 - Sat. October 31, 2015, TSD campus
 - 8:00 AM – 3:00 PM
 - Please all board members come out and join us
 - Tell your friends and family members
 - PTSO is going to have some booths also
 - Partnering with Heal Kenya – Dell Children’s Hospital Foundation
 - Goal: Bring in over 300 runners, over 800 guests
 - Each foundation keeps sponsorship income
 - Split all other income
 - Split costs
 - Liza Chabokrow and Dianna Velasquez co-chairs
 - 5K, 1K, and Halloween Carnival with games, obstacle course, STAR Flight helicopter, Photo Booth, Food Trucks
 - **Year End Appeal**
 - November 15 – Dec 31 2015
 - PCSI match \$25,000
 - We will start the Year End Campaign in mid November
 - **Have A Heart Cocktail Party**
 - February 12, 2016
 - Alex and Toni Abadi high rise apt downtown Austin
 - Dianna Velasquez and friend – may co-chair
 - **Amplify Austin Amplify TSDF**
 - March 8-9, 2016
 - Anderson Foundation match: \$5000
 - **10th Annual Diamond Gala**
 - May 6, 2016
 - Committee already working on this event
 - Downtown Austin Hilton
 - Lisa Soukup and Nathalie Johnston co-chairs
- **2015-16 Fundraising Targets**

	2015-16	2014-15
Underwriting	\$36,400	N/A
Spooky Skedaddle	\$10,500	\$20,000
Year-end Appeal	\$53,000	\$80,000 *
Cocktail Party	\$6,200	\$13,000
Amplify Austin	\$10,000	\$17,000
Diamond Gala	\$67,000	\$32,000

TOTAL	\$183,100	\$202,000
* Extraordinary year for the Year-end Appeal!		

- **Grant Writer and Grants**
 - **Grant writer** – Kate Toliver and Associates
 - Prepare parts of grants for future larger grants proposals
 - 8 Grants this year
 - **Proposed income from Grants: \$15,000**
- **Annual Budget Review and Discussion**
 - **Jack Busenbark:** presents budget draft, discussion on what is restricted and what is not restricted
 - **Jack says** Brad should explain this to us at the next meeting, perhaps have the restricted funds on that budget page also.
 - **Mark Seeger:** makes a motion to approve the 2015 – 2016 budget
 - **Danny Lacey:** seconds the motion
 - **All:** in Favor
 - **No one:** Opposed
 - **Budget: Approved**
 - Bookkeeper
 - Carol announced that new bookkeeper Kristie McCune from Kate Tolliver and Associates has been hired to take over bookkeeping
 - This is in the process of transition to new bookkeeper
- **Strategic Plan Progress Report and Discussion – Amber Farrelly presents**
(Summary of progress, discuss ideas for next year)
 - **Goals**
 - Goals set in January 2014
 - Progress during 2014 -2015
 - Potential Goals for 2015 – 2016
 - **Funding Initiatives:** Strengthen and expand funding initiatives
 - **Goal Statement:** Strengthen and expand funding initiatives.
 - Created request form for TSD program for funding from TSDF
 - Identified 5 initiative areas for TSDF to focus our funding
 - STEM
 - Literacy
 - CTE
 - Outreach
 - Technology
 - Created Comprehensive Review Process for Mini-grant applications
 - Disbursed funds to TSD
 - Initiatives
 - Summer Programs
 - Mini- grants
 - Outcomes measurement:
 - TSD / outreach present today at TSDF Annual Planning Session. Student numbers affected, how accessed? This was presented today by Claire , Diana and Bobbie Beth
 - **2015 – 2016 Goals**

LOCATION: MPR Room, TSD Campus

DATE: Tuesday, September 1, 2015

- Mini-grant committee –
 - Lori Breslow has agreed to join this committee,
 - The mini-grant committee members will get her up to date
 - Mini grants due Friday, Sept 18 and will be reviewed by the committee in October and awarded Nov 10.
 - \$30,000 this year for mini grants to be awarded
 - Staff must write report on last year's project for new application to be considered
- Executive Committee recommended in Aug 2015 for TSDF to no longer choose specific programs under initiatives (allowing TSD to choose specific programs based on need and expertise.)
 - Discussion by Board at this time:
 - TSDF board members suggest that TSDF have input on what initiatives get funds
 - Suggests \$4,000 for each of our 5 initiatives
 - Diana and Claire ask that TSD receives a lump sum of \$20,000 and they decide where best to use it, i.e. TSDF will no longer identify exactly where money will be applied.
 - TSDF Funding initiatives Task Force will work to come up with a recommendation to the TSDF board about this issue
 - Topic is on hold until Task Force has recommendation for board
- Executive Committee recommends funding initiatives task force will be liaison to TSD and Outreach to grant program proposals
 - The grant writer will need input on what programs at TSD the grants will be focused on
 - The Funding initiatives task force will work with TSD to come up with programs and projects to focus grant proposals on
- **Community Awareness:** Establish + implement targeted communications plan
 - **Goal Statement:** Establish and implement a targeted communications plan.
 - Created bimonthly newsletter, sent out 3 newsletters and over 6 additional awareness blasts
 - Marketing brochure was created by Lisa Dirks and Cindy Lee during summer of 2015, with input from TSD and Outreach dept.
 - **Spooky Skedaddle** – Deaf Community Centered Halloween Festival / Increased awareness of TSDF through positive marketing through email blasts and flyers and posters around Austin, large increase in number of attendees at Festival
 - **2015 – 2016 Goals:**
 - Members of Community Awareness Task force work with TSDF staff in fundraising events to increase participation in our events
 - Develop process for establish process for video interviews of TSDF board members for website and marketing
 - Donor Appreciation Luncheon
 - Invited our major donors to luncheon in Dec of 2014

- Interns for TSDF – Social Media and Publicity
 - Had 2 interns this summer
 - Emma Crawford – Spooky Skedaddle Publicity. Worked with Carol Richards
 - Krissy Guterrez – Development of Social Media plan. Worked with Lisa Dirks
- 2015 – 2016 Goals
 - Krissy will continue with us this fall – Facebook Project in place: posting to Facebook at least 2 x / week
 - Like “Texas School for the Deaf Foundation” on Facebook!
 - Increase Presence on Social Media
- **Jeanne Marie** asks board for input/discussion on community awareness
 - Suggests that the Community Awareness Task Force help with spreading our message this year
 - Suggests that the community awareness task force take on the video taping of the board members testimonials this year
 - **Oliver Meek** says his company may be able to help with this
 - Community Task force will need to plan this activity
- **Resource Development**
 - **Fund Development:** Expand and refine the donor development and evaluation process
 - **Goal Statement:** Expand and refine the donor development and cultivation process.
 - Amplify Austin Amplify TSDF campaign & Year End Appeal
 - Brought in many new donors to TSDF with our cultivation and outreach to new potential donors
 - Face to Face asks – very important for both of these campaigns
 - Increase in communication with donors
 - Quickly send out personal thank you notes
 - Newsletters (See Community Awareness)
 - **2015 -16 Goals:**
 - Continue to increase our donor group and interaction with donors

Results of Donor Cultivation Fundraising Accomplishments		
	2013-14	2014-15
Spooky Skedaddle	\$14,000	\$20,000
Year-end Appeal	\$52,000	\$80,000
Cocktail Party	\$7,000	\$13,000
Amplify Austin	\$2,400	\$17,000
Diamond Gala	\$92,000	\$92,000
Walkup Donation		\$20,000
TOTAL	\$167,400	\$242,000
2015-2016 Goals: Increase overall income from donors by 10%		

- **Volunteer Development:** Develop the skills and capacity of our board and volunteers.
 - **New Goal Statement:** Develop the skills and capacity of our board and volunteers.

LOCATION: MPR Room, TSD Campus

DATE: Tuesday, September 1, 2015

- Development of Volunteer sign-up on TSDF website
 - Receiving interested volunteers periodically, especially around events
- Volunteers for 2014 – 2015
 - Spooky Skedaddle 2014 -150 volunteers
 - Diamond Gala 2015 - 80 volunteers
- **Board Development Committee Established 2014 -2015**
 - **Bill Huber** presented report on this
 - Committee in process of recruiting new board members
 - Committee in process of refining our board officer election process, plan to have a meeting on Sept 28 to get started on this process
 - Have elected new board members this summer
 - It was suggested that we don't vote on board members through email based on resumes, we did elect some this summer due to timing
 - The board development committee will rectify this so that new board members are elected during meetings
- Volunteer team of retired professionals
 - **Hal Caldcleugh:** working on this, recruiting new volunteers from this part of the Austin community
- **Goals for 2015 – 2016**
 - Increase volunteer participation in the TSDF activities
 - Recruit new board members with passion for TSD and TSDF
 - Hold elections for TSDF board officers by May 2016
 - Spooky Skedaddle: October 31, 2015
 - Co-Chairs in place: Dianna Velasquez + Liza Chabokrow
 - Partnering with Heal Kenya to create a collaborative festival
 - Increase our volunteer base by over one-third with this collaboration
 - Have A Heart Cocktail Party: Feb 12, 2016
 - Dianna Velasquez may co-chair this event
 - Toni and Alex Abadi 360 Condo
 - Bring in new friends to TSDF through guest recruitment by board members
 - Diamond Gala 2016 Gala: May 2016
 - Co-chairs in place: Lisa Soukup and Nathalie Johnston
 - Bringing in new friends to TSDF in volunteering and in attendance
- **Jeanne Marie:** asks for board input regarding Community Awareness / Fundraising. Task force to address resource development, including fund development and community participation/awareness
 - Decide to combine the Community Awareness Task Force with Fundraising,

- Sign up for this task force if you want to help with spreading awareness and help with the fundraisers, as well as the video project described above of the board members
- Dianna Velasquez and Liza Chabokrow can be on this committee if they want to, as they are already involved with fundraisers
- **Strategic Alliances — Partners in Communication:** Develop and launch a “Partners in Education” program
 - **Goal Statement:** Develop and launch a “Partners in Education” program
 - Strategic Alliances:
 - Worked on creating partnerships with Austin Community and outside businesses over the past year
 - Received allocations of stocks in businesses
 - **2015 – 2016 Goals:**
 - Create a partners in education program for TSDF
 - Edit TSDF marketing brochure to fit Strategic Alliances needs to create a more fitting brochure for Partners in Education
 - Grant Writer for procuring funds from other organizations/ foundations
 - Suggest Strategic Alliances will help to define businesses / organizations that may have grant opportunities
- **Jeanne Marie:** asks for input from the board on This Task Force
 - Board Decided to go forward with the idea of Partners in Education Task Force
 - Will have board members sign up at this meeting to be on this committee
 - This task force will work with TSD to identify specific areas of need by TSD that the task force will try to work on with area businesses
- **Planned Giving:** Establish a process for planned giving (Activate in 2015-16?)
 - **Jeanne Marie:** asks if the TSDF board wants to start this planned giving this year,
 - Danny Lacey: says yes, he will chair this Planned Giving task force.
 - Board members agree to begin investigation this year.
- **2015-16 Task Forces Now we will self-select into task forces**
 - **Overview**
 - Funding Initiatives –
 - Community Awareness/Fundraising
 - Partners in Education
 - Planned Giving – new this year
 - **Each Board Member Selected a Task Force**
 - **Break into Small Groups for just about 5 minutes**
 - Identify Task Force Chair
 - Sign up for this task force
 - Give your list to Jeanne Marie
- **Adjourn**

LOCATION: MPR Room, TSD Campus

DATE: Tuesday, September 1, 2015
