



FUND FOR
EDUCATIONAL
EXCELLENCE

Board of Directors Meeting

June 17, 2009

4:00 p.m. – 5:15 p.m.

**Loyola College Fitness and Aquatic Center
Corner of N. Charles St. and Wyndhurst Ave.
2nd Floor Classroom**

Minutes

The Board of Directors of the Fund for Educational Excellence met at the Loyola College Fitness and Aquatic Center on Wednesday, June 17, 2009 from 4:00 p.m.-5:15 p.m. Jim Mathias, Chair of the Board, opened the meeting at 4:15 p.m. Board members present in addition to Mr. Mathias were: Michael Blum, Diane Cho, Scott Gensler, Nancy Jordan-Howard, Russell Moore, Ilene Salcman, Rita Walters, Sylvia Eggleston Wehr, and Lisa Wright. Staff members present were Lisa Bishop, Sharon Dondes and Janise Lane.

I. Call to Order

Mr. Mathias called the meeting to order at 4:15 p.m.

II. Approval of Minutes

There being a quorum of the Board present, Mr. Mathias called for approval of the minutes of the April 15, 2009 meeting. Upon motions duly made and seconded, the minutes were approved.

III. Approval of Amended Bylaws and Policies

Mr. Mathias presented to Board members the amended Second Articles of Amendment and Restatement, and By Laws documents, highlighting revisions and addressing questions from the Board. There being a quorum of the Board present, Mr. Mathias called for approval of these documents. Upon motions duly made and seconded, the documents were approved.

Mr. Mathias next presented two new corporate policies, explaining that these policies were requirements of the revised Form 990, including Whistleblower Policy and Document Retention and Destruction Policy. There being a quorum of the Board present, Mr. Mathias called for approval of these documents. Upon motions duly made and seconded, the documents were approved.

IV. Chairman's Remarks

Mr. Mathias thanked everyone for attending. He reminded the Board that this would be an abbreviated meeting ending at 5:15 to allow the members time to get to the Fund's 25th Anniversary Celebration beginning at 5:30 at the home of Sally Michel. Given the shortness of time, Mr. Mathias turned the meeting over to Lisa Wright.

V. CEO Remarks

Lisa Wright, President & CEO, began by reminding the Board that the June meeting was traditionally used as a year-end review. Given the abbreviated meeting length, Ms. Wright indicated that a full State of the Union discussion would now be part of the September Board meeting when we will look at our work to-date in the context of the Fund's plan for FY2010.

Ms. Wright asked members to refer to the President's Update in their Board packets and briefly highlighted a number of items, including:

- New three year grant from the Open Society Institute-Baltimore to support the development of up to six new accelerator schools, as part of the City Schools Secondary Transformation Schools Initiative. These schools will for the first time give Baltimore's students – particularly those older than their peers, behind in credits, and/or balancing family or career obligations – the opportunity to complete high school in less than the traditional four years.
- An overview of the variety of national, regional and local committees on which the Fund serves, helping to promote educational excellence and increase learning and life opportunities for students.
- Announcement that eight City Schools principals have selected the Fund's *Achievement First* literacy reform model for the upcoming school year. Ms. Wright noted that we continue to receive calls from principals interested in more targeted professional development services.
- Highlights of achievements during the Fund's 2009 Fiscal Year in governance, programs, communications, development, and operations.

VI. Finance Report

Nancy Jordan-Howard, Treasurer, provided a summary of projections for the Fund's fiscal year end. She noted that the cost savings measures implemented during the year had resulted in a substantial decrease in expenses. She also shared the good news of increases in revenue over projections thanks to a number of new foundation grants. Overall, the Fund will be ending the year in a stronger position than had originally been projected. Ms. Jordan-Howard concluded by informing the Board that the Finance Committee would be meeting in June to review the proposed FY2010 budget.

VII. Board Affairs Update

Ilene Salcman presented the Board Affairs Committee update. The Committee recently met to review current Board membership terms and set out a preliminary timeline of steps to be taken to meet the Fund's recruitment goals. The Committee also reviewed resumes of potential Board

candidates and discussed how to improve the Board Orientation process, including holding a social gathering after the September Board meeting to welcome new members.

Ms. Salcman expressed her confidence that the Committee would have a number of highly qualified nominations to present to the Board at its September meeting. She also asked the Board to please contact her with any additional recommendations they may have for new members.

VIII. Development Update

Ms. Sylvia Eggleston Wehr, Chair of the Board Development/Marketing Committee presented the Development Report. She referred members to the handout in their packets which outlined dollars raised to date, as well as projected totals. Ms. Wehr highlighted that the Fund was currently projecting a total amount raised for FY2009 of \$155,163, matching the amount raised during FY2008. Unfortunately these numbers are still short of the original FY2009 goals, which were set before the current economic downturn. She explained that much of the variance in individual giving was due to timing of receipt of gifts made through United Way this year. United Way has been quite slow to release these gifts, pushing back our totals for the fiscal year. Given the severity of the economic downturn, Ms. Wehr indicated that it is quite positive that the Fund has been able to hold steady on its overall numbers, and actually increase its corporate gifts this year.

IX. Presentation of new Branding Program

Ms. Wehr presented for the Board's approval the Fund's new branding platform. She shared that the Development/Marketing Committee and Fund staff had been working on this project closely with gkv, a well-respected local advertising agency, for over five months. Ms. Wehr asked the Board to join her in thanking gkv for donating the majority of their time for this project. The new branding platform includes a new logo and tagline, as well as revised vision and mission statements as follows:

Logo:



Vision:

To enable Educational Excellence for All

Mission:

To attract critical resources and support their effective implementation to achieve educational excellence for all students in the City Schools

Tagline:

Realize what's possible.

There being a quorum of the Board present, Mr. Mathias called for approval of the new branding platform. Upon motions duly made and seconded, the platform was approved.

X. Adjournment

Mr. Mathias thanked the Board members for attending and adjourned the Board meeting at 5:10 p.m.

Next Meeting - Please note that the next meeting of the Fund for Educational Excellence Board of Directors is scheduled for Wednesday, September 16, 2009 from 4:00-6:00 p.m. at the M&T Bank Offices, 25 South Charles St., Baltimore, 21201.

Respectfully submitted by:

Lillian Kilroy, Secretary