

Strategic Planning Committee

Report

December 2, 2008 – 11:30am-1:00pm

❖ **Attendees:**

- Harold Benson, Lillian Iverson, Jim Bloom, Loyd Schanke, Ralph Thorpe, Vonda Gluck, Bill McMoore, Don Swanson, Carol Peterson, Rod Hemstreet, Elmer Koch, Linda Nelson, Bob Arneson

❖ **Board Secretary/Communication Committee Chair – Harold Benson**

- Judy is returning to work and will not be able to continue in this capacity. We need to identify possible replacements. Please let Harold B know if you have any ideas.

❖ **Principal's Report – Linda Nelson**

- Plans for use of the money from the recently passed referendum are not yet final. We are hoping that we can use some of the money for classroom sizes. There will be a District-wide \$20 million deficit, which the board has stated will not be covered by the referendum dollars. Some of what we do at South is not funded by the District. For instance, the advanced placement classes, or much of the extra curricular activities. Without the "Save The Tiger" fund, we'd be in a lot of trouble.

❖ **Fundraising – Loyd Schanke**

- Everyone is on the Fundraising Committee. This is necessary in order to quickly facilitate the planning and actions that are necessary to bring in funding. Loyd is approaching fundraising differently than has occurred in the past.
- Met with a grantwriter, Nick Metcalf, from the University of Minnesota. He is not inexpensive, but this is not surprising. He suggested a comprehensive approach. He has submitted a preliminary proposal, Carol P has asked him to elaborate on some of the tasks he listed on behalf of the board. Basically, he will set up a "grant" program for the Foundation, so that the Foundation can move forward with identifying and writing grants on behalf of South programs and projects. This will include:
 - ✓ Identifying corporations and organizations that provide funding for projects and programs similar to the purposes of the Foundation
 - ✓ Creating a perpetual calendar for tracking the grants, and alerts for due dates, etc.
 - ✓ Create a template for grants that can be used easily from grant to grant, with just the program specific information needing to be completed or edited to fit.
 - ✓ Assist with the process of meeting with individuals or groups at the identified organizations to facilitate and help with procuring funding, by establishing personal relationships with the funders.

The cost of this proposal is \$5,000, and will occur from January through June 2009.

- Loyd S. had suggested increasing the ticket price for the Pancake Breakfast, which was met with some resistance. Other ideas included adding a Dutch Auction. Vonda G. offered to research procuring merchandise. Loyd can donate T-Shirts as a give-away. Don S. may be able to get a used car.
- Rod H. passed around a copy of the Appeal Letter that will be included with the Holiday Newsletter. The newsletter should mail this week, probably Wednesday. The letter is targeted to the 870 donors who gave \$100 or more in the past two years. The letter is personalized.
- Many parents contribute to the Foundation. Is there a way to get this list? There is a conflict with the "Save The Tiger" efforts.
- Areas that are underworked include the Golf Tournament, and Endowments. A blank page was provided for members to submit ideas for fundraisers. Rod is writing an article on Bequests for the Spring Newsletter.

- We need people who are willing to represent the Foundation at various functions. Harold B, Elmer K, and Don S volunteered to speak at engagements.
 - ❖ **Strategic Planning – Elmer Koch**
 - The Committee has identified the top six (6) opportunities from the list previously created. These were reviewed and further prioritized as follows:
 - ✓ Membership Growth
 - ✓ Develop new sources of revenue
 - ✓ Publicity for Foundation projects
 - ✓ Use of luncheons & reunions for PR & membership recruiting
 - ✓ Increase faculty involvement
 - ✓ Use of Foundation project support to improve the graduation rate
 - Work began on addressing the focus and tasks involved in the top two items (membership & revenue). A summary of this planning effort will be given at the next Foundation Board meeting.
 - ❖ **Memorial for Gerry Cady – Don Swanson**
 - Ideas for creating a memorial for Gerry Cady. He is on the Wall of Honor.
 - ✓ Name a room or something – perhaps the Foundation office
 - ✓ An award for MVP
 - ✓ Something more administrative
 - ✓ Perhaps the athletic field concession stand
 - ✓ An event, such as an annual memorial alumni basketball game or something.
- This could be another way to solicit funds from members and others.