

Poway Unified School District Foundation
2017 Fall Foundations Summit
Break-Out Session Results

Planning for smooth board transitions

- Each year target 1st and 2nd grade parents
 - Flyers
 - Thru teachers
 - Social Media
 - Parents recruiting other parents
- Make recruitment an ongoing agenda item
- Recruit at events
 - Bring a friend
 - Advertise commitments
 - Phase volunteers into board positions
- Have 2-year succession planning
 - Start early, February election date
 - Start training prior to taking over position
- Be truthful about time commitments and expectations
- Push for principals to attend foundation board meetings
 - Benefit – finding out what is needed at school site
- Recruit/promote from existing board (D39 collaborative model)
 - Parents-at-large become voting members
- Focus on transitions from elementary school to middle school to high school
 - Drop off from level to level
 - Invite parents to meetings from feeder schools
- By-Laws ID appointments vs. votes
 - ID term limits
 - Promote from within
- Target positions based on need
 - Innovations station
 - Technology
- Have an Open House to discuss positions (offer food)
- Make sure your board is transparent
 - When someone leaves, other board members know history
 - Keep important documents in a shared Dropbox or Google Drive
 - Document everything from By-Laws, to agendas, to how to plan an event
 - Have a shared calendar with notes about events
- Make meetings more fun
 - Alternate meeting sites, on-site then off-site
- On major projects assign both a lead and co-lead
- Ideal board composition, what is the right number? 15-20
 - Make sure board is big enough to assure transitions (survive attrition)
- Stagger term years for different positions for knowledge/history
- Transition from Board President to Advisor

Keeping volunteers motivated and engaged

- Team Building
- Socializing
 - Ice Cream social
 - After school BBQ
- Promote benefits – why should I volunteer
- Show appreciation for volunteers
- Assignments by grade level
- Be specific in your “ask”
- Use Evite
- Use room parent ambassadors
- Interaction with the principal (first-hand knowledge of what is going on at school)
- Challenge: overcoming perceived cliques
- Volunteer orientation
 - Kinder tour
- Back to school bash including:
 - Foundation
 - PTA
 - Boy/Girl Scouts
 - Etc....

Communicating about and promoting foundation events

- Emails
- Newsletter
- Website (squarespace, weebly)
- Social media
 - Videos (play to boast)
- Peachjar (free flyer creator)
- Paper
- Banners
- Room parents
- Engage students
 - Assemblies
 - Red Envelope
 - Peer ambassadors
 - Stickers on kids

Addressing inequities across the District

- District role to publicize funds
- Will businesses (rather than parents) support equity
- Matching funds
 - What companies match
 - \$1895 – Foundation Center Online or free from SD Foundation
- Google survey all foundations (every other year)
 - Fundraisers
 - Funding priorities
 - # of students
 - Collection of best practices
- Check list from principals about needs
- Why is exploration at every school, rather than those that can't afford
 - Concerned about disincentives for funding
 - Pro-rata support
- Need list of businesses with charitable foundations/grants
- Offer TA for new foundations
- Process for PUSD Foundation to support schools
 - Think about district wide priorities and ask big corporations
- Foundation mini-grants
- Bulk purchasing