

Advocates for Academic Excellence in Education, Inc.
(Benjamin Franklin High School)
Regular Board of Directors Meeting

Thursday, September 15, 2011 at 4:00 PM
Benjamin Franklin High School Library

Minutes

1. **Call to Order:** 4:07 pm
2. **Roll Call:** Collette Creppell, Carl N. Indest '79, Ingrid Labat, M.D. '87, Mark A. Mayer, Susan Weeks, ex-officio: Dr. Timothy Rusnak, Larry Baudoin
3. **Approval of Agenda:** skipped
4. **Faculty Recognition**
 - Dr. Rusnak recognized Mike Townsend and Sue Haynie (both Sodexo employees) for the high quality of the building maintenance and their good work as a team. He presented them with certificates of appreciation.
5. **Consent Items**
 - a) **Approval of minutes:** Put to Motion, Motion 2nd, Motion passed.
 - b) **Principal/CEO summary**
 - **Dates to Remember**
 - Admissions Open House for prospective students will be on Thursday, October 6, 2011 from 6 – 8 PM.
 - Dr. Rusnak offered to introduce the board members to the community. Board members can greatly contribute in sharing with prospective parents.
 - The event has been extensively advertised: WWL-TV, Times Picayune, Nola.com, City Business, Gambit, St. Charles Avenue Magazine, New Orleans Magazine, invitations sent to schools and yard signs (a gift from parent, Peter Koeppe). The ad design and layout and banners were a gift from Mark Mayer.
 - Lynn Jenkins mentioned the workshops given by the Urban League to promote strategies in choosing one's high school and efficient behaviors to succeed.
6. **Public Relations** Susan Weeks mentioned that BFHS was ranked by the Gambit as the best school in the city, reference to that should be inserted in the parent newsletter.
7. **CFO Report (Larry Baudoin)**
 - The audit report will be submitted to NOPS before the September 30th deadline. It will be reviewed with the Finance Committee and the Board.
8. **Information / Discussion**
 - **Testing Statistics** Beatrice Flair will present her PowerPoint presentation next month.
 - **Free and Reduced Lunch:** there was a strong effort to encourage parents to fill out the Free and Reduced Lunch forms this year (in particular by Lynn Jenkins). An alternate form in Vietnamese was offered to Vietnamese families. Dr. Rusnak

specifies that Free and Reduced Lunch figures of this coming year will be used for the ranking next year.

- **Brick Project** (Christy Read)
 - The bricks that will pave the side entrance and “trail” in the courtyard, a project in partnership with the Falcon Backers and the Athletic Association are ready.
 - On September 28, the Falcon Backers will launch the project at Southport Hall.
 - The bricks can be purchased by anyone and will be engraved. Christy is looking into making the purchase of these bricks available online.
 - The bricks cost \$125, \$250, and \$500 (Franklin Logo + permanent engraving).

9. Annual Giving: (Christy)

- a. *Faculty Annual Giving* was launched last week, with a 20% response a week after. No follow-up was done yet, but will occur soon.
- b. *Board members* will be solicited tonight: Mark Mayer stated that he hoped the Board will answer the *Board appeal* favorably as it did last year (100%) participation.
- c. *Parents* will shortly be solicited, with this year an segmented letter according to past donations and giving potential of families.
- d. *An invitation* to the Donors Reception will be included in the appeal to our most generous donors. Susan Weeks has already reserved the Walnut room for the event. The reception will be on April 26, 2012.
- e. *A phone call* follow-up will be organized about 2 weeks after parents have received the appeal letter.
- f. *A phone-a-Thon* will also take place hopefully at the United Ways office like last year. Callers will be trained before the Phone-a-Thon. Christy will follow up with Gary Ostroske.
- g. The letter to *Alumni, Grandparents, Past Parents and Friends* will be out next. Susan Weeks commented that new parents she met during the New Student Seminars seemed very enthusiastic and eager to help. They should be solicited.

9. Action

a) Adoption of strategic plan

- Dr. Rusnak presented the draft of his 5 year action plan that reflects a 4 year discussion with Susan Weeks representing the parents’ side and Gary Ostroske being instrumental in gathering information.
- A huge amount of information has been condensed into a meaningful document that is tight and comprehensive enough to represent what BFHS future should be like, but loose enough to leave place to adjustments.
- The Board suggested to reword a paragraph on page 8: “Develop and exclusive agreement with the LSU system to list...” should become “explore agreements with higher education...” to leave doors open. A couple of glitches due to printing manipulations will be corrected.

- Susan said the Board was satisfied with the mission statement.
- A revised strategic plan will be emailed to all Board members.
- Susan Weeks stated that it was a good time to try and enhance our relationship with the new leadership at UNO. Having a Board member from UNO would fit into the original charter plan and spirit. Susan would like Tim to report on his progress at the next meeting.

10.Executive Session - Pursuant to La. Rev. Stat. 42:6.1 (3) motion to enter into executive session. Put to Motion, Motion 2nd, Motion passed. Board went into an executive session at 5:15 p.m. Safety and Crisis Plan was distributed. Safety “codes” were discussed. Faculty is aware of plan and how it works. No vote was taken. Motion to end executive session, Motion 2nd, Motion passed.

Adjournment: Put to Motion, Motion 2nd, Motion passed, Meeting Adjourned at 5:44 p.m.