

Solana Beach Schools Foundation Strategic Plan 2019-20					
<i>Strategic Goal #1: Develop Board Committees</i>					
<i>Program goal: Clearly outline purpose, outcomes, responsibilities and time commitment for committee roles aid in recruiting and retaining volunteers</i>					
	Objectives and action items	Responsible party	Target date	Status	
1.00	Objective: Develop clear job description and define time commitment for Finance Committee	Patricia Busby O'Shaughnessy	3/3/2020		
1.10	Meet with existing Finance Committee members to 1) define committee goals 2) clearly define committee member job description 3) define time commitment	Finance Committee	2/15/2020		
1.20	Brainstorm avenues for recruiting additional committee members	Finance Committee	2/15/2020		
1.30	Recruit (#?) of additional finance committee members	Finance Committee	3/30/2020		
1.40	Utilize virtual meeting technology	Finance Committee	ongoing		
1.50	Create visibility for open positions	Finance Committee	as needed		
2.00	Objective: Develop clear job description and define time commitment for Marketing Committee	Kristine Newman	3/3/2020		
2.10	Meet with existing Marketing Committee members to 1) define committee goals 2) clearly define committee member job description 3) define time commitment	Marketing Committee	2/15/2020		
2.20	Brainstorm ideas for recruiting additional committee members	Marketing Committee	2/15/2020		
	- ask parents at time of donation if they would like to volunteer				
	- pair description of available roles (marketing type) with motivation/benefits				
	- give range of time commitments (larger roles to bite-sized jobs)				
2.30	Recruit (#?) of additional marketing committee members??? (may have enough)	Marketing Committee	3/30/2020		
2.40	Utilize virtual meeting technology	Marketing Committee	ongoing		
2.50	Tap into students for inspiration/ideas/participation and to create presentations	Marketing Committee	ongoing		
2.60	Recognition: emails, in-school signage, principal's newsletter, newspaper, websites, social media	Marketing Committee	ongoing		
2.70	Create visibility for open positions	Marketing Committee	as needed		
3.00	Objective: Develop clear job description and define time commitment for Business Partners Committee	Richard Bailey			
3.01	Meet with existing Business Partners committee members to define committee goals	Richard, Patti & Valerie	1/22/2020	complete	

3.02	Clearly define committee member job description and define time commitment	Richard, Patti & Valerie	2/15/2020		
3.03	Brainstorm ideas for recruiting additional committee members	Richard, Patti & Valerie	1/22/2020	complete	
	Business Partnership Committee Goals				
3.10	Objective: Recruit additional Business Partner Committee members	Business Partners Committee	3/30/2020		
3.11	Recruit members who are also local business owners/connected to the local business community	Business Partners Committee	ongoing		
3.12	Consider asking people with past connections to the Foundation, including event volunteers	Business Partners Committee	ongoing		
3.13	Consider site-specific recruitment, similar to Nominating Committee approach	Business Partners Committee	8/15/2020		
3.14	Ask site presidents to identify small business owners at their sites that might be interested in joining the Business Partnership Committee	Business Partners Committee	3/3/2020		
3.15	Reach out via Dad's Club contact lists for interested individuals	Business Partners Committee	4/1/2020		
3.16	Create visibility for open positions on website and social media	Valerie Charat	8/15/2020		
3.17	Meet in April/May. Provide "call-to-action" items for committee members	Valerie Charat	3/3/2020		
		Business Partners Committee			
3.20	Objective: Recruit new Business Partners				
3.21	Touch base with Dawn regarding companies we missed last year	Business Partners Committee	4/1/2020		
3.22	Make 'the ask' personal. Consider asking committee to cross-reference matching donations to identify families employed by potential local business partners	Valerie Charat	3/3/2020		
3.23	Explore partnership with Cedros Business Association	Valerie Charat	5/1/2020		
3.24	Utilize board member contacts	Richard Bailey	3/3/2020		
		Business Partners Committee	4/1/2020		
3.30	Objective: Other projects				
3.31	Consider giving businesses option to become sustaining members/discounts for doing so	Business Partners Committee	4/1/2020		
3.32	Connect business partners to the mission - STREAM at schools (ie) Beach Clean Up	Business Partners Committee	4/1/2020		
3.33	Determine recognition for additional donors (Qualcomm, Donahue Schreiber, In-Kind)	Business Partners Committee	4/1/2020		
3.34	Revisit idea of highlighting business partners individually via social media/LinkedIn	Marketing Committee	4/1/2020		

4.00	Objective: Develop clear job description and define time commitment for Governance Committee	Kerily McEvoy			
4.10	Meet to 1) define committee goals 2) clearly define committee member job description 3) define time commitment	Kerily McEvoy and Patti Malmuth	2/15/19		
4.20	Meet several times per year to brainstorm new volunteer recruits for BOD and committees	Governance/Nominating Committee			
4.30					
4.40					
5.00	Objective: Develop clear job description and define time commitment for Nominating Committee	Patti Malmuth and Kerily McEvoy			
5.10	Write clear job description and define time commitment for Nominating Committee				
5.20	Develop pool of prospects from event chairs (previous experience with Foundation or room parents a plus)				
5.30	Recruit at least one representative to Nominating Committee from each school site				
6.00	Objective: Develop clear job description and define time commitment for Executive Committee	Richard Bailey			
6.10	Meet with existing Executive Committee members to 1) define committee goals 2) clearly define committee member job description 3) define time commitment				
7.00	Objective: Board Development strategies				
7.10	Provide clear information about our mission (missing from website). Need to be able to describe the Foundation clearly				
7.20	Identify "career" paths from roles				
7.30	Create visibility for open positions/feature current volunteers				
7.40	Develop site-specific roles for recruitment and proactively reach out to prospects				
7.50	Utilize sign-up tools like "SignUp Genius"				
7.60	Have pre-determined hours of Foundation meeting and committee meetings				
7.70	Tie service to results				
7.80	Ask board members to identify 2-3 new possible candidates per meeting-year round				
7.90	Draw from event chairs, room parents and volunteers with Foundation experience to recruit new board members				

7.91	Ask teachers for possible candidates (staff meetings)				
7.92	Extend outreach to ensure more diverse board representation				
7.93	Identify benefits to board and committee members				
7.94	Bias towards people with flexible jobs. Could meeting times be split between morning and evening?				
7.95	Committee work isn't tied into kids and what they get. Need to engage parents by showing them what they get back. Make this obvious and consistent				
7.96	Feature current volunteers with testimonials to create a sense of community with volunteers				