

Aspire Trade High School BOD Meeting Minutes

Location: Zoom Call

Date: October 28, 2021

Time: 6:45 pm – 7:30 pm

In Attendance

Board Chair – Lauren Nicholson

Vice Board Chair – Jennifer Nichols

Secretary – Marianna Sartin

Board Member – Amanda Cuff

Absent

Treasurer – Jim Secunda

Agenda Items

1.) Review and Approve September 30, 2021 Minutes

Meeting Minutes approved

2.) Meetings

a. CSAB November 8th Meeting

Jennifer is preparing all the materials they requested for the meeting. We are having our construction company prepare a 2-page hand-out showing their on time build schedule percentage with their other builds. We do not think our build will be delayed and they are scheduled to finish by June 2023. However, we are required to have a contingency plan if something happens, if for some reason the building is not ready for fall 2023. We are working with a commercial realtor to secure rental space if we need it. We are also reaching out to large churches that have 14 or more classrooms. Marianna has a connection at Friendship Baptist, she will reach out to them. Lauren will reach out to Elevation Church about their Cornelius campus. We will be bringing all the materials we have prepared to the meeting on November 8th. We will bring the spreadsheets that show all the interested families and our list of names for completed student interest forms. The CSAB board will let us know their decision that day. Jennifer will drive up to meet with them in person.

3.) Marketing and Student Interest/Enrollment

a. Phone Survey

The phone survey went well. We have all the data regarding who they contacted; emails, addresses and phone numbers. Everyone that said they were interested and would like to receive more information received an email blast if they provided an email address. We did a big mail-out today to everyone else. We are up to approximately 200 interested families and we are still 2 years out.

b. Facebook Ads

The ads are working well. They are driving lots of traffic to our website. We are at 22 submitted forms, they come in at a rate of about 6 a week. We will continue to run the ads for two weeks each month.

c. Meetings – Ada Jenkins, Caterpillar Ministries

We are meeting with Ada Jenkins on November 15th. We met with Caterpillar Ministries already and received student interest forms from that meeting. The student interest forms are in English and Spanish. Do you know any other way to reach out to the Hispanic community? Lauren will connect Jennifer with LAWA, a Latin American organization. When we contact the churches about space for contingency planning, could we ask them about having a table set-up at their church to reach families? Perhaps we could ask to set-up a family meeting with their congregation?

d. Additional Marketing

When we hand out materials, do we need to add anything else besides our cover sheet and interest form? Amanda recommends adding a QR code that scans to the trade high school website onto our handouts. Jennifer is going to order logo cups with AHS on them for our partners. Amanda recommends pens and key chain hand sanitizers with our logo. We will host events at the Halton School for the trade school in the summer. Jennifer requested Cathy confirms our AHS social media (Facebook, Instagram, Twitter) is linked on the AHS website. We are currently posting updates on the school on AHS's social media. Amanda recommended doing stories on Instagram and will add stories for us. We need to message that this school is free and has no tuition. We may reach out to LRB on how to communicate that well.

4.) Fundraising:

We currently have 5 million pledged. The Aspire BOD is working on the following individuals:

- **Rick Hendrick** - We have a call into Hendrick's office.
- **Felix Sabates** – We met with him this week and have a second meeting being scheduled. He would like to partner with Hendrick.
- **David Tepper**
- **Sally Gambrel Bridgeford**

- **Anonymous Donor (Jim) – Jim is still in touch with this friend and will reach out to him again.**

5.) Next Meeting

Our next meeting will be on November 18, 2021 at 6:45 pm.

The meeting was adjourned at 7:30pm.