

Saratoga Education Foundation  
9 January 2008  
Meeting Minutes

Attendees:

Sherry Scott, Marybeth Smails, Kristi Petters, Susan Vukovatz, Naomi Wong, Flora Hoffman, Faithe Liu, Lane Weiss, Jen Fraisl, Katherine Tseng, Cheryl Bailey, Joyce Lauro, Liz Guy, Grace Jens, Terrie Creamer, Kelly Berryhill, Joanne Lee, Tacey Tucker, Beth Kingsley, Paige Berardo.

President's Report:

Jen Fraisl reports that the December letter has been mailed. Parent, select alumni and select community also get a version of this letter. The December letter is a year end appeal sent to families who have not made a donation yet this year. It coincides with the conclusion of the tax year. Such a large number of year end donations came through that Naomi took her credit card processing machine with her to Tahoe to process them. Recruitment is already underway for next year so please send thoughts to Jen & Katherine.

Katherine reminds all that Phonathon is on the horizon. Other happenings include the fundraising subcommittee's first meeting next week. The Web redesign has also been ongoing. Katherine reiterates the import of corporate matching and the efforts involved with building awareness of this program.

Meeting Minutes:

Sherry Scott motioned to approve meeting minutes. Joyce Lauro seconded. All in favor. MOTION CARRIED.

Financial Report:

Jen Fraisl reported financial status for Stacy Alexander, who was unable to attend today's meeting. The YTD is 713k, compared to last year's 595k. Data-points to note: 1) SEF received earlier in the year several annual large donations normally tallied at Phonathon.; 2) SEF has made a significant amount of interest; 3) Giftwrap invoices have yet to be paid. Interestingly, Paypal donations amounted to 10k at the end of the year. Perhaps partially attributable to the PayPal button being moved to the front page of the SEF website.

A discussion ensued regarding percentage of families donating. Q: What percentage [of families] donate something? A: About 80% usually donate something. Leadership is about 25-30% of families.

In general, all attendees are keen to see greater understanding by parents of the value SEF brings to pupils lives. As an awareness building tactic, Kristi suggested SEF sponsored employees stamp or somehow 'brand' SEF projects. Some teachers apparently already do, but not consistently. Agreement from the board that it would be a powerful awareness tool if a child brought home a piece of paper from a project that said "Saratoga Education Foundation" on it.

### Superintendent's Report

Lane reports that discussions about a midyear budget cut is percolating but that because SUSD is a basic aid school district and are community funded (vis a vis local property tax) that the midyear cut is not on the radar for us currently.

Lane will be helping compose talking points re budget to address the difficult Phonathon questions that inevitably come up. He will also be at Phonathon.

Also reported that the school board is only about 4 weeks away from providing electronic availability of documents and policies of the board. He is committed to building awareness of SEF programs. Reminder: school board/SEF meeting coming up 22 January.

### Phonathon

Kristi reports she still need 5 callers for the 1<sup>st</sup> shift and 11 callers for the 2<sup>nd</sup> shift. Less than 3 weeks away so please step forward if you can help. Publicity is coming so keep an eye out. Tacey thanked everyone for referring helpers and is reassured by the contagious spirit surrounding the Phonathon.

Kristi notes Joanne Lee has volunteered to call people who have never donated.

### School Reports

Redwood - power school online mechanism to check grades. Dance Friday night. Sports boosters is pushing membership. No PTA meeting January.

Foothill - PTA meeting tomorrow. Will promote Phonathon message and seek volunteers. Not a lot going on at Foothill. Winter Blast idea - Sherry suggests promoting it as SEF sponsored event. All the schools came together to put on this party - all constituents of SEF .. just an idea.

Argonaut - all attended WB had a great time. Alice in Wonderland CTC performance in December. Warm Clothes Drive for Sacred Hearts Community Center. Adopt-a-School variety show happening now. Science Fair and Math Fun Night coming up. PTA meeting today.

Saratoga - School Site Council visitation date feb 6<sup>th</sup>. Cheryl is putting together marketing materials for that event. Writers-Authors Expo - not sure what's happening but she'd like to generate a program that showcases SEF projects with integrated presentation = same message, join efforts.

Meeting adjourned at 10:05 a.m.