

LAYC Career Academy  
 Special Board of Trustees Meeting  
 November 9, 2020  
 6:15 PM

Trustees Participating: Elizabeth Burrell, Emmanuel Caudillo, Ana Hageage, Lori Kaplan, Linda Moore

Absent Trustees: Kate Brannon, Juan Carlos Pereira, Justin Lofton, James Gaston

Staff Participating: Nicole Hanrahan

ITEM/SUBJECT	DISCUSSION	ACTION/PROPOSED ACTION
Motion to open the meeting		The virtual meeting was called to order at 1:10 pm by Lori Kaplan following a motion by Liz Burrell and a second by Ana Hageage.
Purpose of meeting	Board Chair, Lori Kaplan announced that this meeting was called to explore opportunities and strategies for leveraging the Academy's profile resulting from our inclusion in this year's Catalogue for Philanthropy.	
Discussion and Trustee Commitments	Trustees and Nicole Hanrahan suggested a number of strategies for leveraging the Academy's profile. Participating trustees made commitments to exploring these strategies.	<p><b>Nicole Hanrahan</b></p> <p>--Explore updating the Academy's current information on the Catalogue for Philanthropy website.</p> <p>--Enhance the information about the Catalogue for Philanthropy on the LAYCCA website (make information more prominent on the home page and include information on the donation page).</p>

		<p>--Ask PCSB to put out a public statement about LAYCCA's inclusion in the catalogue</p> <p>--Display information about the Catalogue on signage in front of the Academy's building.</p> <p>--Outreach DC Councilmembers and Legislative Directors</p> <p>--Send press release and annual report to DC Council and seek an acknowledgement by the DC Council.</p> <p>--Issue a joint press release with other charters included in the Catalogue.</p> <p>--Leverage Giving Tuesday (\$5K goal for Student Fund).</p> <p>--Follow-up with other board members for ideas</p>
	•	<p><b>Linda Moore</b></p> <p>Pitch to a show on how the pandemic is effecting Opportunity Students and LAYCCA's responses to WAMU's Kojo Nnamdi's show.</p>
	•	<p><b>Lori Kaplan</b></p> <p>--Contact Washington Business Journal.</p> <p>--Identify person with Opportunity Youth portfolio for the Biden transition team.</p> <p>--Pitch human interest stories, focusing on students to TV reporters, Telemundo and community newspapers.</p>
	•	<p><b>Ana Hageage</b></p> <p>--Get on local podcasts.</p> <p>--Explore how to drive content from Academy's website to Catalogue's website.</p> <p>--Draft email message that trustees will send to their contacts.</p> <p>--Outreach Aspen and similar organizations.</p>
	•	<p><b>Elizabeth Burrell</b></p> <p>--Outreach IT and MA employers, especially where there are placements of Academy interns.</p> <p>--Outreach donors.</p>

Financial Audit	Nicole announced that the SY2019-20 financial audit was issued with a clean report.	The full board will meet on 11/24/2020 at 10:00 am to review and approve the audit.
Motion to close the meeting		Following a motion presented by Linda Moore and seconded by Elizabeth Burrell, the meeting was adjourned at 1:57 pm.

*This meeting is governed by the Open Meetings Act. Please address any questions or complaints arising under this meeting to the Office of Open Government at [opengovoffice@dc.gov](mailto:opengovoffice@dc.gov).*