

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> |

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|  |   | <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>  |

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| 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).*