

Parent Organization

General Meeting Minutes

Minutes for April 7, 2009

Opening

Adrienne Poulard, President, opened the meeting at 8:35am.

PO Council Elections

The following candidates are submitted for the PO Executive Board for the 2009-10 school year:

Carrie Doyle, President
Sylvia Williams, President-Elect
Brigitte Langevin-Tache, Treasurer
Ruth Rieker, Secretary

Tom Schwartz motioned that these four individuals be accepted for the official slate. There was no discussion, so Adrienne called for a vote: 31 for, none against, no abstentions.

Stewart Lathan, Development Director

Adrienne introduced Stewart Lathan, our new Development Director. Stewart is originally from Atlanta and graduated from Davidson. She worked in development for NBC in Washington. Afterwards, she worked at Lovett for six years, which included working on their 6 million dollar capital campaign; then she worked for 2 years for the Paideia School as their Development Director. She then moved to England with her family and over the next four years she worked in development at two independent schools -- one of the schools being an IB school. When she came back to Atlanta, she found this position open at AIS and felt that it fit well with her background and international experience.

Stewart said that the Spring Benefit has sold out. She said that we are ahead of where we were last year with the annual fund and she thinks that is impressive given the economic situation. She is trying to finish the capital campaign: \$14,250,000 has been raised so far. They have one more "ask" out and they are hoping that funding is granted. They are rebidding the building project because so many materials costs have come down. By rebidding it, they will save between \$750,000 and 1 million.

Going forward, Stewart wants to get some systems in place. She wants to put greater emphasis on the annual fund and encourage greater participation. She also wants to

strengthen the alumni program since the school has been open 25 years and our alumni are getting older now, and are in a better position to donate to the school.

She also wants to work on growing the school's endowment. Down the road she will be working on looking for funding for the proposed Primary School building.

Stewart would like the Development Office and the PO to work more closely together, and she would like to have relationships on staff that helps nurture the relationship with the PO.

A brief Q and A session followed:

Q. What are your thoughts in relation to how the PO works with the Admission Office to reach out to new families?

A. She doesn't know if there is an overlap between the two offices, but would like to achieve synergies wherever possible.

Q. Can you tell us about the goals for the endowment?

A. The endowment is down about 25% which isn't that bad compared to some other schools. Right now it is between 5 and 7 million dollars. Traditionally endowment comes from legacy gifts, which come out of alumni programs. Right now we don't have a legacy program whereby alumni leave legacy gifts to the school. It's hard to raise money for endowments because people want to see their money at work right now.

Q. Given that this is an international school, it may be harder to raise money for an endowment but perhaps there are companies who would be willing to donate? Companies are interested in keeping an international school in Atlanta.

A. When she was at Lovett it was really hard to get corporate donations but AIS is different; corporation tends to want to support it more. This is an asset for us.

Q. Can you comment on what the board is doing for the 25th anniversary?

A. The board is putting together a history book for AIS, but the School needs to get busy planning it because there is no format or any real plans for the celebration yet. This is a huge opportunity for us to help bring back people into the school, people that have become disenfranchised with the school. We won't be celebrating AIS' 25th until 2010.

Q. What will AIS be doing from a PR sense?

- A. They have been working with the Admissions Office to figure out how to market the school, internally and externally. Internally, we will have a new Web site, by September hopefully. This will help us immensely with our internal audience and the Admissions area.

We need to have a grass roots marketing strategy using viral marketing technique to get the word out about AIS via community organizations. The school will examine the traditional marketing techniques and also newer forms of marketing techniques.

Stewart closed by saying that she is impressed by all that the PO does. She says it is such a difference from what she saw in the UK in terms of parent involvement, and she really appreciates all that we do for the school.

Adrienne concluded the meeting by asking for any suggestions they would like to see from their PO next year.

Adjournment

The meeting was adjourned at 8:59am.