



THINC. CCA Executive/Finance Committee

February 23, 2021

THINC Board Room

One College Circle, LaGrange, GA 30240

11:00 AM

Minutes

Present: Gerald Wyatt, Bill Stump, Ted Arnold - Jamie Jackson and Dr. Penny Johnson joined @ 11:33 AM

- No Minutes to Approve - Bill Stump, THINC Board Chair
- Review and approve P&L- Gerald Wyatt, THINC CEO

Mr. Wyatt gave the financial report

Expenses - THINC purchased 4 rings for CHS THINC students who won the state football championship. THINC sponsored the registration table at the February early bird breakfast to pass out information about the needs assessment and WBL. Mr. Wyatt said everyone had a card at the table to scan the needs assessment code. It was announced at the end of the meeting by Dale Jackson to scan and complete the survey. Mr. Wyatt and Dr. Shumate recorded a video to go out today to encourage businesses to complete the survey. The last needs assessment was conducted 8 years ago when THINC was getting started. It was asked if the needs assessment was for TCSS or just for THINC. A letter is being sent out to all businesses signed by Mr. Wyatt and Dr. Shumate.

Income - Mando signed up to donate \$20,000 for five years. THINC received a check from Seoyon for \$550. Not sure what it is for? Mr. Arnold will get Mr. Wyatt a contact name and number. The trip to Italy Spring 2022 will use Randy Jackson funds to help students. Mr. Stump stated the finances were approved as presented.

- Board Restructure- Gerald Wyatt

*Downsizing the Board

The board was increased to 15 members in an effort to involve more industries. The current level of engagement does not match the level of participants. Only 6-7 members are consistently involved. Mr. Wyatt proposed reducing the number of board members from 15 to 10. Quite a few members have rolled off and there is a question as to the need to fill those

positions. There is a strong need for engaged members. Would it be more optimal to have 10 members? There has been a recommendation from Point University to join. This will be introduced next week and to the board at the March meeting.

*Optimization for Engagement

THINC needs to do a better job of engaging board members to get them involved. All members need to be assigned to an advisory council. Four committees were developed last year with all board members assigned to one. It was recommended to keep the number of board members the same and find ways for members to be more involved.

Mr. Stump mentioned his disappointment in the planning session last month. Attendance was poor and the huge room did not help.

● CEO Update – Gerald Wyatt

*Strategic Planning was last month. THINC Leadership has been meeting and created three target areas. 1) Brand Identity, 2) Sustained stakeholder support and engagement, 3) Culture of Operational Excellence. THINC has been working on brand identity by creating a THINC Strategic Plan elevator speech. Mr. Wyatt has created a draft version to be evaluated by a group of stakeholders to see if it represents who THINC is and how it is portrayed in the world. Plans are to create a student video of who and what THINC is for on the website. THINC needs to increase presence and noticeability in the public by logos on shirts and at local retailers, doing presentations at civic organizations at least once a year, and posting on social media three times per week.

*The Needs Assessment was announced at the early bird breakfast and a video was made by Mr. Wyatt and Dr. Shumate to encourage businesses to follow up by completing the survey. Mr. Wyatt said he will be visiting each business site that completes the needs assessment.

*Community Letter Dissemination - Mr. Wyatt created a letter to be mailed to all businesses in Troup County requesting them to complete the needs assessment. Mr. Stump asked for a copy of the letter. It was requested for board members to come in-person or through Google meets into THINC classrooms. Mr. Stump requested board members be invited to the Leadership meetings. Mr. Wyatt said board members are welcomed to come for tours of THINC.

*There will be a THINC Expeditions Student Information Session on March 15 which is a teacher professional learning day. Expeditions partners and other businesses will attend and students will come in to visit businesses. LEAP employers will also be included to offer jobs for students that are 18 years or older that are doing credit recovery and are ready to work immediately.

*THINC Tours - All 8th grades from the 3 high schools came for a tour of THINC. It was a well thought out plan of social distancing to keep everyone safe.

*Discussed COVID numbers in Troup County School System. Beginning March/April teachers will begin getting vaccinations.

*Dr. Johnson apologized for being late to the meeting. The agenda had 11:30 so she waited to join.

*Dr. Johnson stated that she also misses going to in-person meetings at THINC. Mr. Wyatt said an in-person invitation will be extended for the March Board meeting. Only 15 people can meet socially distanced in the boardroom.