

**Hayward High School Design Team:
Business, Marketing, and Fundraising Working Group
Report to the Round Table @ Eden United Church of Christ
Thursday, October 13, 2011
6:30 p.m.**

Working Group Members

1. Lisa Brunner, President, HUSD, Board of Trustees (also a member of the Parent Working Group)
2. Kamika Dunlap*, Policy Assistant/Communications, ACBOS Dist. 4, Supervisor Miley's Office
3. Jim Hill, CEO, Hill & Company Communications
4. Carlos Londono, Director of Programs, Tiburcio Vasquez Healthcare Clinic, Inc.
5. Claudia Morales, Communications and Fund Development Coordinator, COR
6. Randy Nakamura*, Coordinator, Intervention & Prevention Services, HUSD
7. The Rev. Dr. Arlene K. Nehring*, Senior Minister, Eden United Church of Christ
8. Irene Preciado, Principal, Cherryland Elementary School
9. Bryan Venegas, HHS Alumni; Student, Defry University; Cherryland resident
10. Prioress Gloria Walker, St. John the Baptist RC Parish & St. Joachim RC Parish

* Facilitators

Key Results to Date

1. Developed DRAFT 1 of the Working Group's work plan
2. Developed DRAFT 1 of the Design Team's Marketing Plan
3. Enlisted technical support from Jim Hill & Hill Company Communications
4. Sent delegates to visit Jireh Technologies, Inc. (Bayview Hunters Point, SF) to learn how this social entrepreneurial venture promotes students' school and career success, and generates revenue to help cover operations costs
5. Sent delegates to meet with Hayward City Councilperson Francisco Zermeno asking for his support of our work, and assistance with introductions to the Latino Business Round Table, for the purposes of identifying additional technical support for the Design Team, and mentors for a social entrepreneurial program
6. Delegates met with the principal of the Hayward Adult School to explore opportunities to collaborate around the use of a computer lab for youth job-training purposes in the Cherryland and South Garden neighborhoods
7. Delegates met with the Librarian at the Main Branch of the HPL in order to explore collaborative opportunities for a social entrepreneurial program

Next Steps

1. Delegates will meet with the Program and Evaluation Working Group on October 17 to coordinate the development of the Mission and Vision Statements, and the program and business models
2. Draft 2 of the Working Group's work plan is in development
3. Draft 2 of the Marketing Plan is in development
4. Research on the development of school-based clinics in the Oakland Public Schools is underway, in order to support the development of a business model that supports the long-term goals of the Hayward community
5. A thumbnail budget for the technology program under consideration is being developed for the Sunset campus
6. A grants study is under way to determine potential resources to support the long-term goals of the Design Team
7. Results of steps 1-6 will be reported and discussed at the next meeting of the HHS Design Team, during our Working Group breakout session