



- 1 WIDENING THE AUDIENCE
- 2 CLEAR COMMUNICATION
- 3 CREATING RELEVANT AND ORIGINAL CONTENT

The Intersection

January 2021

REGARDING SPONSORSHIP

Dear fellow members,

I am like many of you: I joined A4LE because it is a great place to meet like-minded people who are trying to design/build great schools. In 2020 we held several webinar events. We saw a lot of success with these events, and we acquired quite a few new members at the same time. We are hopeful that 2021 will allow us to gradually return to in-person get-togethers and events, but it looks like at least for time being, we will be virtual through the Spring of this year.



Ryan Tognetti
Flint Builders
Sponsorship Chair

With all of this comes a need for sponsorships. Everything above, including the webinars, run on some amount of money. We count on our members, and their networks to help us identify those sponsors. If you think your company can be an A4LE sponsor, or you know of a someone else who wants to

get their name in front of our approximately a hundred-chapter members, please let me know rtognetti@flintbuilders.com

20%

**Increase in
2020 Chapter
Membership**

\$8,500

**2021 Event
Sponsorship
Target**

A4LE Launches JEDI Initiative

Autumn 2020 saw the inauguration of A4LE's Justice, Equity, Diversity, and Inclusion (JEDI) Committee, dedicated to leveraging the power of our membership's influence toward eradicating racism in our schools – to create better learning experiences, better learning environments, and a better world. Through our work every day, and involvement with A4LE, need to send a message to our young people that they are important, and are valued. On November 2, 2020, Committee Chairs Julia Hawkinson (SW) and Ross Parker (PacNW) hosted Erin Jones (Consultant, former Educator) for a frank discussion about creating "brave spaces" to talk about race (Erin says, "its never safe to talk about race").

JEDI Community: <https://www.a4le.org/>

Youtube 11/2/20 Event: https://youtu.be/b_5nG306jIY

Facebook:

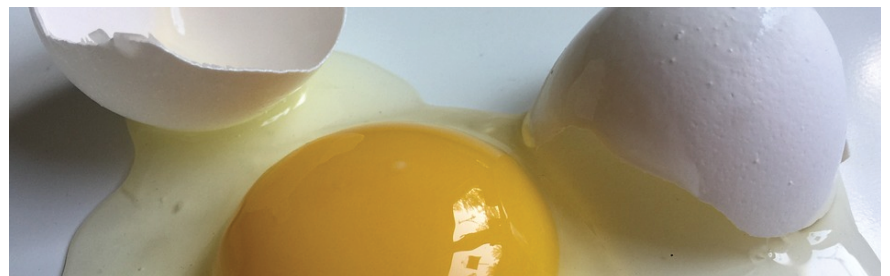
<https://www.facebook.com/groups/501160154179824/>

The International A4LE Board is asking all regions and chapters to embrace the goals of the JEDI initiative by establishing their own committees to draw attention to and act against system racism as a moral imperative.



Breakfast at Epiphanies

They say you can't make an omelette without cracking a few eggs. If that is true, our shared COVID experience has set us up for a hell of a breakfast. Schools across the country and around California are scrambling, preparing for a "return to school". The implication is that at some point, things will get back to "normal", back to the way things were. But should they? We are learning that learning can happen anywhere, and that socio-emotional factors are more critical than we ever knew! Do we crack the code for a more perfect understanding of how the learning environment can serve our diverse community of students and educators, or do we simply try to crawl back into our respective shells? **Watch for our March 23, 2021 virtual event** on what will schools be for.



ANNOUNCEMENTS

SchoolsNEXT-year!

The COVID situation has resulted in no projects registered, and its basically too late. Reach out to your partner schools for 2021-22

Also, travel expenses to the international conference for the winning team will be covered by A4LE

Volunteers Needed

Volunteer for a committee role. help A4LE to be relevant and influential

Renew your Membership

On your membership anniversary, you'll receive a renewal notice. Check your email!

FOR YOUR CALENDAR

REGIONAL CONFERENCE

This has been rescheduled to April 2022. Keep your eyes open for more information

MARCH 23, 2021

Planning for a joint NorCal/Nev + SoCal Chapter virtual event is underway. Watch for further announcements.