

F.W. Parker Charter Essential School

Minutes

January DEI Meeting

Date and Time

Monday January 8, 2024 at 7:00 PM

This meeting is hosted online. <http://parker.school/deicommittee>

Committee Members Present

B. Harrigan, J. Green, M. Silva-Rosa, P. Gordon, R. Whalen Crockett, S. Razzetti, T. Testa

Committee Members Absent

E. Moura, G. Penna, L. Hayner

I. Opening Items

A. Record Attendance

B. Call the Meeting to Order

R. Whalen Crockett called a meeting of the Diversity, Equity and Inclusion Committee of F.W. Parker Charter Essential School to order on Monday Jan 8, 2024 at 7:00 PM.

C. Approve Minutes

S. Razzetti made a motion to approve the minutes from Diversity, Equity and Inclusion December Meeting on 12-04-23.

M. Silva-Rosa seconded the motion.

The committee **VOTED** unanimously to approve the motion.

II. Diversity, Equity and Inclusion

A. Welcome

Shared what we are wishing for in 2024.

B.

Enrollment Update

- both enrollment committee and emabassadors team are in action
- mailers sent out to 10K families
- 3000 mailer in process of being sent out to Leominster in Eng, Spanish, and Portuguese
- Boys and Girls club – basketball clinic, tabling, MART
- have 118 applicants as of now for next years entering class; target is 283 by 01March
- did not see uptick in application numbers with mailer that went out in December
- So doing a lot with little positive impact on application numbers; still working at it.
- Marketing has not taken off - Jgoogle add campaign and niche marketing are still planned
- Mario offered to finding out what software can Parker use for tracking pipeline of potential students; Link from Mario: <https://www.ravennasolutions.com/>
- Ruth shared an idea from faculty around welcoming immigrant children/students ; Brian will research further to see how this could work within the existing legislation
- Ruth raised the talking points that have been shared as a tool for faculty have been very helpful – Mario raised that separating marketing messaging from narrative of the student experience is a good thing and is necessary; students can provide feedback on the messaging via an ambassador type group of students.
- Jon asked about increase in visits to website after mailer – yes, uptick in website traffic.
- Consultant hired will support marketing messaging and strategy for website ; website to be redesigned to support marketing and serve as an intranet site by next September

C. Student Affinity Groups Update

- progress to date: identified kids that could be in the BIPOC affinity group and identified a few adults who could facilitate the affinity group engagements- Newest councilor Ginny has been identified as a potential adult facilitator.
- team discussed experience and value of having a white affinity group; perhaps something to consider after the BIPOC affinity group is launched
- Goal is to launch the BIPOC affinity group(s) in March 2024.

III. Closing Items

A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 8:00 PM.

Respectfully Submitted,
R. Whalen Crockett