

# F.W. Parker Charter Essential School

## Minutes

### January DEI Meeting

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#### Date and Time

Monday January 8, 2024 at 7:00 PM

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

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#### 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

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### 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