

APPROVED



## Elgin Math & Science Academy

### Minutes

#### EMSA Development Meeting

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##### **Date and Time**

Thursday October 1, 2020 at 5:15 PM

##### **Location**

Virtual Meeting via Google Meet

##### **Meeting ID**

[meet.google.com/oeo-hxfc-tdj](https://meet.google.com/oeo-hxfc-tdj)

##### **Phone Numbers**

(US) [+1 727-325-2094](tel:+17273252094)

PIN: 322 357 800#

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##### **Committee Members Present**

D. Haight (remote), K. Kelly (remote), L. Sterba (remote), M. Gibb (remote)

##### **Committee Members Absent**

*None*

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#### **I. Opening Items**

**A. Record Attendance and Guests**

**B. Call the Meeting to Order**

D. Haight called a meeting of the Resource Development & Outreach Committee of Elgin Math & Science Academy to order on Thursday Oct 1, 2020 at 5:20 PM.

**C. Discuss our 2020-2021 strategy & goals**

Goals:

General \$50,000/yr

Capital Campaign \$500-\$1million

Position "asks" in Phases I, II, etc.

Strategy:

Grow Participation: Identify groups:

Parents, Community, Corporate, Private, etc./ donor pyramid

Get a couple from each group committed prior to launching the campaign

Mel to consolidate leads list

Needs:

Marketing Materials- warm/fuzzy & straight to the point

Website- redesign

Social Media- refresh

Next Steps:

Prep for Giving Tuesday - Launch November 1, 2020

Develop the 2-page marketing piece

All gather feedback, thoughts, stats, etc. for the next meeting

**II. 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 6:33 PM.

Respectfully Submitted,

D. Haight