

APPROVED



Elgin Math & Science Academy

Minutes

EMSA Development Meeting

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

Phone Numbers

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

PIN: 322 357 800#

Committee Members Present

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

Committee Members Absent

None

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