



# Menlo Park Academy Governing Board

## Development & Community Relations Committee Meeting

---

### Date and Time

Thursday January 5, 2017 at 6:00 PM EST

### Location

MPA, 14440 Triskett Road, Cleveland

---

OUR MISSION: Menlo Park Academy is a public school that develops the potential of gifted learners through an exemplary program of rewarding experiences that nurtures the whole child.

---

### Agenda

#### I. Opening Items

Opening Items

A. Record Attendance and Guests

B. Call the Meeting to Order

C. Approve Minutes

Approve minutes for Development & Community Relations Committee Meeting on December 1, 2016

D. Team Collaboration Tool

We are piloting a new collaboration tool called Asana. It will keep track of tasks, responsible resource and due dates.

Melissa will show a brief demo.

## **II. Development & Community Relations**

### Development & Community Relations

#### **A. Marketing Update**

- Marketing/Advertising/Open House update
- Marketing subcommittee
- Marketing day cares / pre-schools / early childhood education centers
- Web site updates
  - Mobile compatibility
- Ambassador Program

#### **B. Communications Plan**

#### **C. Development Plan Update**

- Overall development/fundraising update
- Update on follow-up plan for Annual Fund
- Update CC Neighborhood Gatherings (Jan, Feb & Mar) to MPA Google Calendar

#### **D. Capital Campaign Update**

#### **E. Community Development**

- Volunteer Update
- Community Development Update
- Resuming Community meetings (every other month / quarterly)

## **III. Other Business**

## **IV. Closing Items**

#### **A. Adjourn Meeting**