



Menlo Park Academy Governing Board

Development & Community Relations Committee Meeting

Date and Time

Thursday February 2, 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 - January 5

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
 - Also, update on new platform options
- Ambassador Program

B. Communications Plan

Discuss an implementation plan, including the weekly newsletter:

- Need to ensure all board committee meetings are listed (DCRC has not been added in almost 2 months)
- Need to remove weekly Annual Fund blurb
 - Need personal communication to those not yet pledged
- Discuss who will be responsible for implementing

C. Development Plan Update

- Overall development/fundraising update
 - Spring fundraiser update
- Update on follow-up plan for Annual Fund
 - Last month, 40% had donated/pledged
 - Need list of parents who have not yet pledged
 - Who will be helping for personal reach to parents not yet pledged?
- Update CC Neighborhood Gatherings (Jan, Feb & Mar) to MPA Google Calendar

D. Capital Campaign Update

- Capital Campaign resumed, Jan 17 (10 members)
- Neighborhood Parties:
 - Jan 29
 - Feb 22
 - Mar 19

E. Community Development

- Volunteer Update

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

III. Other Business

IV. Closing Items

A. Adjourn Meeting