



Menlo Park Academy Governing Board

Development & Community Relations Committee Meeting

Date and Time

Monday March 13, 2017 at 6:00 PM EDT

Location

Menlo Park Academy

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
- D. Approve Minutes - July 19
- E. Approve Minutes - Aug 22

F. Approve Minutes - Feb 2

G. Approve Minutes - Oct 6

H. Approve Minutes - Nov 3

II. Development & Community Relations

Development & Community Relations

A. Marketing Update

- Marketing/Advertising budget update (comparison to actuals)
- Marketing day cares / pre-schools / early childhood education centers update
- Branding update
- Web site platform recommendation

B. Enrollment Growth Plan

- Update on Enrollment Growth, YTD

C. Development Plan Update

- Overall development/fundraising update (YTD)
 - Need update on "meter" on ParentSquare
 - Spring fundraiser update / proposal
 - Walk-A-Thon Update (Jen S)
 - Next Meeting: Planning for Next Year / Infographic
- Update on follow-up plan for Annual Fund
 - Through Jan - 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?
- Recommendation to hire Development Consultant

D. Capital Campaign Update

- Capital Campaign continued: Feb 23 meeting (5 members)
- Next Neighborhood Parties:
 - Feb 22 - Hosted by Cathy Aldrich
 - Mar 19 - To be hosted by Suzanne McFarland

E. Communications Plan

Discuss an implementation plan, including the weekly newsletter:

- Need to remove weekly Annual Fund blurb
 - Need personal communication to those not yet pledged
- Discuss who will be responsible for implementing
- Ensure all board committee meetings are listed

F. Community Development

- Community meetings (every other month / quarterly)
 - Feb 27 - Well attended
 - Need April date
- Community Relations Update
 - Michelle Sayer & Melissa at Fenwick Block Club, Mar 8
 - Refugee Response

III. Other Business

A. New Member Recommendation

- Kelley Drumm

IV. Closing Items

A. Adjourn Meeting