



# Menlo Park Academy Governing Board

## Development & Community Relations Committee Meeting

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### Date and Time

Thursday April 6, 2017 at 6:00 PM EDT

### Location

Menlo Park Academy

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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.

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### Agenda

#### I. Opening Items

Opening Items

- A. Record Attendance and Guests
- B. Call the Meeting to Order
- C. Approve Minutes - Mar 13

#### II. Development & Community Relations

Development & Community Relations

**A. Development Plan Update**

- Overall development/fundraising update (YTD)
  - Need update on "meter" on ParentSquare
  - Glow In The Dark Spring fundraiser update (Kelley D)
  - 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
  - Need help with personal reach to parents not yet pledged
- Update on Development Consultant hire

**B. Enrollment Growth Plan**

- Update on Enrollment Growth, YTD
- Update on School Year 2017-2018

**C. Marketing Update**

- Marketing/Advertising budget update (comparison to actuals)
- Marketing day cares / pre-schools / early childhood education centers update

**D. Web Site Platform Recommendation**

(Kelley D)

**E. Marketing - Rebranding**

- Branding update (Kelley Drumm)

**F. Capital Campaign Update**

- Capital Campaign continued: Feb 23 meeting (5 members) & Apr 4
- Next Neighborhood Parties:
  - Mar 19 - Hosted by Suzanne McFarland
  - May (tentative) - To be hosted by Melissa Vlasak & Jason Bradley
- Combine Operational Development and Capital Campaign

**G. Communications Plan**

Discuss an implementation plan, including the weekly newsletter:

- Ensure all board committee meetings are listed

Discuss business-side communications (Julie Ganim)

**H. Community Development**

- Community meetings (every other month / quarterly)
  - Feb 27 - Well attended
  - Need April date (April 24 or May 3)
- Community Relations Update
  - Michelle Sayer & Melissa at Fenwick Block Club, Mar 8
  - Refugee Response

**I. Volunteer Update**

**III. Other Business**

**IV. Closing Items**

**A. Adjourn Meeting**