



Menlo Park Academy Governing Board

Development & Community Relations Committee Meeting

Date and Time

Monday May 15, 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 - Mar 13

- D.** Approve Minutes - Apr 6

II. Development & Community Relations

Development & Community Relations

A. Development Plan Update

- Overall development/fundraising update (YTD)
 - Update on Annual Fund "meter" on ParentSquare
 - Need update on Development/fundraising goals for SY 16-17
 - Glow In The Dark Spring fundraiser update (Kelley D)
 - Walk-A-Thon Update (Jen S)
 - Planning for SY 17-18 / Infographic
- Update on follow-up plan for Annual Fund
 - Through Jan - 40% had donated/pledged
 - Update on plan for personal reach to parents not yet pledged
 - Need list of parents who have not yet pledged
- Update on Development Consultant hire

B. Capital Campaign Update

- Capital Campaign continued: Apr 26 & May 1
- Next Events:
 - May 30 & June 4 - New Building Previews

C. KRA Update

Review the SY16-17 KRA's and update for May 18 board meeting.

D. Marketing Update

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

E. Web Site Update

1. What is the functionality on the web site that we cannot perform currently (or need developers to perform) and
2. what is the process to make web site changes?

F. Enrollment Growth Plan

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

G. Community Development

- Community meetings (every other month / quarterly)
 - None for remainder of the year
 - Need to plan for SY17-18
- Community Relations Update
 - Melissa at Fenwick Block Club, May 10
 - Refugee Response

H. Volunteer Update

III. Other Business

A. Create an MPA 501 (c) (3)

- To discuss the development of a tax-exempt "Fundraising Arm" of MPA, i.e. "Friends of Menlo Park Academy"

IV. Closing Items

A. Adjourn Meeting