



Menlo Park Academy Governing Board

Development & Community Relations Committee Meeting

Date and Time

Wednesday May 11, 2016 at 6:00 PM EDT

Location

14440 Triskett Rd Cleveland, OH 44111

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 April 13, 2016

D. Approve Minutes

Approve minutes for Development & Community Relations Committee Meeting on March 9, 2016

II. Marketing/Communications

A. Marketing & Enrollment Growth Plan

See attached documents

Need focus on community events to raise general awareness

Free testing

Website updates

MPA print materials

B. Volunteers

Menlo Volunteer Program (re-launching in the Fall)

- Discuss with administration to better define operational needs

C. Communication

MPA Communication Plan - Summer project with MPA admin

Align with (or include in) MPA Handbooks and Program Guide (student and staff)

III. Development

Development & Community Relations

A. Update on Development Endeavors

- Annual Appeal
 - \$49,447/\$75k (-\$25,663)
 - Classroom participation week (5/23)
 - Phone-A-Thon (week of 5/30)
- Walk-A-Thon
 - \$9,875/\$15k (-\$5,125)
- Spring Extravaganza
 - Pending/\$10k
- Browns
 - \$15k/\$15k
- Grants
 - 4 submitted/0 Funded to date
- Winter Concert
 - \$17,500/\$10k (+\$7,500)

Need to develop development team for next year, includes spearheading events and general push on fundraising

B. Update on Capital Campaign

Updates

- 100% Board participation
- Grant opportunity

Activities

- Video for Launch in progress
- Launch at Spring Extravaganza in progress
- Parlor Party planning
- OFCC grant in progress

Upcoming events

- May 12 - Committee meeting at Jammy Buggars
- May 24th -- Parlor Party for FEC and capital campaign committee members
- June 1 - Parlor Party at Cathy Aldrich
- June 4 - Parlor Party at Near West Theater

To be created

- Invitations to parlor parties
- Case statement one pager
- naming rights one pager
- brochure for parties

IV. Closing Items

A. Adjourn Meeting