



Menlo Park Academy Governing Board

Development & Community Relations Committee Meeting

Date and Time

Wednesday June 8, 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 May 11, 2016

D. Approve Minutes

Approve minutes for Development & Community Relations Committee Meeting on April 13, 2016

E. Approve minutes

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

F. Approve Minutes

Approve minutes for Development & Community Relations Committee Meeting on November 11, 2015

II. Key Result Areas

A. Key Result Area progress reported to BOD and Staff at Board/Staff retreat

III. Marketing/Communications

A. Marketing & Enrollment Growth Plan

See attached documents

Summer focus to be reported to DCRC:

- Create pipeline for press releases
- Creation of annual advertising calendar
- Creation of annual community events calendar
- Complete Website updates & migration
 - Fund website hosting & migration
- Update MPA print materials
 - Fund designer
- Outsource option: <https://outsource.com/client-landing?m=Hire%20the%20Right&f=Press%20Release%20Writer&df=Writers>

B. Volunteers

Melissa will bring the notes from the meeting with the Volunteer leads for the 2015-2016 school year for discussion.

C. Communication

MPA Communication Plan - Summer project with MPA admin

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

IV. Capital Campaign

A. Update on Capital Campaign

V. Operational Development

Development & Community Relations

A. Update on Operational Development

Amber will provide an update regarding our current operational development goals.

VI. Closing Items

A. Adjourn Meeting