



Menlo Park Academy Governing Board

Development & Community Relations Committee Meeting

Date and Time

Tuesday July 19, 2016 at 5:00 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

Approve minutes for Development & Community Relations Committee Meeting on June 8, 2016

II. Key Result Areas

- A. Key Result Area

Update on KRAs from the Board Retreat in 7/17.

III. Marketing/Communications

A. Marketing & Enrollment Growth Plan

Discussion of next steps/reporting

- Annual advertising calendar
- Annual community events calendar
- Update MPA print materials
- Updating the website
- How MPA will communicate with external stakeholders
 - <http://www.communityorganizer20.com/2012/11/16/bringing-social-inside-social-media-staffing-culture-and-policies/>

B. Communication

See attached communication matrix for discussion

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.

B. Development Support RFP

See RFP and response received

C. Development Support RFP

See RFP and response received

VI. Closing Items

A. Adjourn Meeting