APPROVED

Menlo Park Academy Governing Board

Minutes

Development & Community Relations Committee Meeting

Date and Time
Thursday January 5, 2017 at 6:00 PM

Location
MPA, 14440 Triskett Road, Cleveland

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.

Committee Members Present
Amber Oxley, Jen Sekorky, Lisa Sierk, Melissa Vlasak, Teri Harrison

Committee Members Absent
Beverley Veccia, J Keirn Swanson, Kelly Nelson

Guests Present
Julie Ganim, Julie Hudson

I. Opening Items

A. Record Attendance and Guests

B. Call the Meeting to Order

Melissa Vlasak called a meeting of the Development Committee of Menlo Park Academy Governing Board to order on Thursday Jan 5, 2017 at 6:08 PM.

C. Approve Minutes

Teri Harrison made a motion to approve minutes from the Development & Community Relations Committee Meeting on 12-01-16 Development & Community Relations Committee Meeting on 12-01-16.
Lisa Sierk seconded the motion.
The committee **VOTED** unanimously to approve the motion.

D. Team Collaboration Tool

Melissa Vlasak began a demonstration, but was unable to complete it (for technical reasons). We will try to demonstrate a basic overview at another time.

II. Development & Community Relations

A. Marketing Update

6:24pm - Reviewed Marketing Update Report.

Decided to resume the **community meetings** in February, March and April. Week day dates will be reviewed and proposed.

We also discussed the future possibility of **outreach meetings** (to market Menlo, targeting potential families) and **external meetings** (for non-parents).

Ambassador Program - Suggested a mid-year follow-up, including inviting the new families to the next community meeting.

Web Site - In order to be "mobile friendly", we will need to upgrade our current platform. Since a recommendation of an upgraded web site is in our KRA's for the end of January, the staff will research and make a recommendation.

Marketing Day Care Facilities - A list of them has been created. An updated draft of Menlo's brochure is in progress.

Marketing Sub-Committee - Amber suggested to combine the Marketing and Communications sub-committees. The team agreed and several assignments will be made to the team. They will be tracked in Asana, the online collaboration tool.

Marketing/Advertising Update - Requested a breakdown of the $26,000 spent thus far.

Community Outreach - Jenn Ingram followed-up with Stockyard. We should be receiving an invitation for their next meeting.

Open House Update/Tours - Dates will be added to the MPA web site. The web site will also be updated that private tours can be scheduled.

Prospects Update - Requested a summary total from July - December 2016 and add a comparison with the budget, both for the January 19 board meeting.

Enrollment Comparison - Change # to %.

B. Communications Plan

7:31pm - The committee reviewed the draft Communications Plan. Under the Training section, the "NOTES" portion will be removed.

Under the "Evaluation" portion:

- add that parents will review communications as part of the end of the year survey.
- remove the Responsibility area.

With those minor changes, it is ready for review at the January 19 Board meeting.

C. Development Plan Update

7:46pm - Several modifications were suggested to the **Development Totals To Date** table:

- Add last school year for comparison
- Add % column
- Add comments column
- Add % of participation

We need to create an annual calendar of "development asks" for our community. Amber noted that we had one previously and we can create one again.

Annual Fund Summary - Need a parent chairperson. Jessa Herron will ask the Development Group. A meeting will then need to be set-up to continue planning. NOTE: In the follow-up, add a message about company matching.

Read-A-Thon vs. Walk-A-Thon - Need more info. Amber will setup a meeting on Wed, Jan 11, 12:15pm.

Night At The Races - The proposed date is a day before the April Neighborhood Gathering for the Capital Campaign. Since it would be best not to have two large events back-to-back, the committee asked for a new proposed date. (Jenn Ingram to propose.)

D. Capital Campaign Update

8:31 - Lisa provided an update of work accomplished over the last month-and-a-half.

Melissa and Lisa will also provide the content of the January report to the board.

The Capital Campaign Committee will resume at its next meeting: January 17, 2017.

E. Community Development

Good report.

Question: What is Jessa's plan to reach out to the parents who have not yet volunteered?

III. Closing Items

A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 9:03 PM.

Respectfully Submitted,
Melissa Vlasak