



## Menlo Park Academy Governing Board

### Minutes

#### Development & Community Relations Committee Meeting

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##### **Date and Time**

Thursday January 5, 2017 at 6:00 PM

##### **Location**

MPA, 14440 Triskett Road, Cleveland

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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.

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##### **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

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#### **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