APPROVED

Menlo Park Academy Governing Board

Minutes

Development & Community Relations Committee Meeting

Date and Time
Monday March 5, 2018 at 6:00 PM

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.

Committee Members Present
Jeff Kirschman, Melissa Vlasak, Ron Ziegler, Teri Harrison

Committee Members Absent
None

Committee Members who arrived after the meeting opened
Ron Ziegler

Committee Members who left before the meeting adjourned
Teri Harrison

Non Voting Members Present
Stacy Stuhldreher

Guests Present

Jamie Kinnett

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 Monday Mar 5, 2018 at 6:07 PM.

C. Approve Minutes - February 9, 2018

Jeff Kirschman made a motion to approve minutes from the Development & Community Relations Committee Meeting on 02-09-18 Development & Community Relations Committee Meeting on 02-09-18.
Teri Harrison seconded the motion.
The committee **VOTED** to approve the motion.

II. Development & Community Relations

A. Key Result Areas: SY 2017-2018

Ron Ziegler arrived.
We reviewed the KRA's, noting that we have achieved 1 of 5, thus far.

For 3.1, the focus is now on re-enrollment and enrollment for SY 18-19. We also plan to add a KRA, speaking to next year's enrollment. For example, "Full enrollment (540 students) will be achieved by August 1, 2018, with re-enrollment at 90% by March 30, 2018."

For 3.2, clarity is still needed on some of the items in the Communications Strategy Plan. Stacy needs to meet with Nadia regarding the Communications Plan. She plans to meet by April 13, (the next DCRC meeting).

Under 3.4, the tasks are missing. Jamie will update them.

Under 3.5, Melissa will update the Comments to reflect the "Clark-Fulton MyCom Coaltion Celebration and Forum" will be held in our building on April 27 & 28. This event is also sponsored by the Hispanic UMADAOP.

B. Review and Provide Feedback to Development Budget for School Year 2018-2019

We reviewed the Development tab on the Proforma, focusing on the FY19 column.

We need Development estimated costs and a high-level plan for FY 18-19. Jamie and Lisa will meet. They will have a draft by Apr 6.

C. Enrollment Growth & Outreach Plan (EGP) Update

We reviewed and discussed the EGP.

We plan to replace the 1st two sections (SY 17-18 Enrollment Data and Total Prospects tables - page 24 on the DCRC packet) with Nadia's new format.

We pointed out the increased "reach" on Facebook with 4 of our posts reaching over 1,000 people and 1 post reaching over 6,000 people.

There will be discussions about future radio and TV ads.

D. Development Plan Update

We reviewed the Board giving update. Melissa will follow-up with the Board members to resume and complete their Annual Fund and Capital Campaign payments, with the exception of Rich. Jamie will follow-up with him.

We also noted that a company match would be included in a person's total giving amount.

In the Development Plan update, we will be removing the Expenses and Net columns. Jamie will update.

Melissa and Teri will follow-up regarding the alcohol permit at the Spring Event.

For the Annual Fund phone-a-thon, Jamie will provide dates by Friday, March 9.

We also discussed the other areas. Of note, there is no update on the grants.

E. Capital Campaign Update

We reviewed and discussed the Capital Campaign update.

Teri Harrison left.

F. Menlo Volunteer Program (MVP) Update

We discussed the MVP update.

A date was also selected for the MVP Appreciation Event: May 24.

G. Communications Plan Implementation Update

We discussed the Communications Plan during the KRA review.

H. Community Relations Update

We discussed the Community Relations update during the KRA review.

III. Closing Items

A. Adjourn Meeting

Jeff Kirschman made a motion to adjourn the meeting.
Ron Ziegler seconded the motion.
The committee **VOTED** to approve the motion.
There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 8:12 PM.

Respectfully Submitted,
Melissa Vlasak