



## Edison School of the Arts

### Minutes

#### Advancement Committee Meeting

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

Tuesday March 19, 2019 at 3:45 PM

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**Edison School of the Arts Mission** is to continue to be an educational and artful resource for all students, parents, community, and staff members by consistent and focused professional development, invitational practices by all, utilizing quarterly and annual reviews. We will continue to develop our educational and arts aesthetic by expanding our arts experiences, exposure, and partnerships

**Edison School of the Arts Vision** is to provide an environment that promotes high academic and creative achievement through implementation of visual and performing arts course programming. We encourage students to become responsible citizens who are culturally diverse. We develop lifelong learners, appreciators, and consumers of the arts.

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##### **Committee Members Present**

E. Disney-Britton, K. Feeney-Caito, P. Guthrie

##### **Committee Members Absent**

*None*

##### **Guests Present**

C. Jones, H. Leck

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#### **I. Opening Items**

**A. Record Attendance and Guests**

**B. Call the Meeting to Order**

K. Feeney-Caito called a meeting of the Advancement Committee of Edison School of the Arts to order on Tuesday Mar 19, 2019 at 3:49 PM.

**II. Advancement**

**A. Dick Wolfsie update**

K. Feeney- Caito discussed Edison's partnership with Dick Wolfe from channel 8.

Publicity

- Edison will be featured in two channel 8 human interest stories. The first human interest segment will air this Saturday morning.
- The publicity will bring more awareness of Edison School of the Arts to the public. With more awareness, the committee anticipates a rise in student enrollment.

Board Involvement

- The committee would like to have board members featured in news outlets to advocate for enrollment and teacher recruitment.
- Dick Wolfe would like to return to Edison to film the media lab, theater performances and arts classes.

**B. THIRD SPACE UPDATE**

P. Guthrie discussed the Arts for Learning partnership with Edison.

Third Space Timeline

- Artist will install a temporary work of art during the 2019-2020 school year.
- Edison requested to have the artwork exhibited in fall 2019.

Project Plan

- Students will write reflections on their experience and opinion of the installation.

**C. Bingo update**

P. Guthrie discussed the bingo fundraiser.

## Partnerships

- K. Feeney-Caito discussed that she will reach out to community members to be celebrity callers.
- P. Guthrie has contacted potential bands to perform.

## Timeline

- Knights of Columbus is the potential venue for the event.
- The committee is planning on having the fundraiser in the fall.

## Crackers Comedy Club Fundraiser

- K. Feeney-Caito discussed that Edison would like to partner with Crackers comedy club. A portion of the ticket sales for a selected evening performance will be donated to Edison.

## D. Enrollment outreach

P. Guthrie discussed using local broadcasting to market to families.

- Recorder, Hot 96, Radio 1 segments
  - Feature Edison advertisement in support of enrollment.
- Indy Style
  - H. Leck recommended doing a drumming core segment or feature dancers on Indy Style. These performances would appeal towards families with kindergartens. H. Leck referenced the ORFF developmental approach that is inspired by music education and young children playing instruments.
  - P. Guthrie recommended having Drumtastic perform.
  - P. Guthrie would like to feature interviews with lead teachers and school leaders.
- Funding
  - H. Leck discussed that if the amount is within the budget then the committee can purchase ads.
  - K. Feeney-Caito discusses purchasing an ad in Indianapolis monthly and Indy Child to promote enrollment.
- Kindergarten Experience Night
  - Edison will host a kindergarten experience night that invites families and students to observe art demonstrations and academic instruction.
  - H. Leck suggested inviting organizations that have an interest in early childhood development to have booths available to highlight their products and programs.
    - Example: Scholastic, Indy Parks and Suzuki School

### **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 4:32 PM.

Respectfully Submitted,  
K. Feeney-Caito