

APPROVED



## Edison School of the Arts

### Minutes

#### Advancement Committee Meeting

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

Tuesday May 21, 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**

A. Berns, C. Jones

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

## **A. Record Attendance and Guests**

## **B. Call the Meeting to Order**

P. Guthrie called a meeting of the Advancement Committee of Edison School of the Arts to order on Tuesday May 21, 2019 at 3:54 PM.

## **II. Advancement**

### **A. Committee Goals**

P. Guthrie presented the committee goals.

#### Board Giving

- The committee would like 100% board giving.

#### Recruitment

- Parents, teachers and staff recruitment for this committee have begun.
- E. Disney-Britton suggested that 1 person from each of the groups be recruited.
- E. Disney-Britton suggested that the committee be parent centered.
  - E. Disney-Britton suggested Caitlin Negrón, Indy Convergence, to be a committee member.

#### Fundraising Plan

- There will be 2 fundraisers a year. One fundraiser to be held in the fall and the other in the spring.
  - Cookie dough will be sold around Christmas and spring.
  - Students will make holiday cards and sell them to the community.
- E. Disney-Britton suggested a fundraiser for the Washington, D.C. field trip.
- K. Feeney-Caito suggested using Giving Tuesday as a fundraising incentive for arts integration.
  - E. Disney-Britton discussed using a percentage of the donations towards arts integration.
- Family Assistance Fundraiser
  - The committee will begin fundraising in September.
- Bingo
  - A. Berns suggested the fundraiser be held in March.
  - E. Disney-Britton suggested to assign board members task to assist with fundraiser.

#### Fundraising Goal

- E. Disney-Britton discussed setting a fundraising amount and steps to achieve the goal.

## **B. Grant Calendar**

P. Guthrie presented the grant calendar.

- P. Guthrie discussed incorporating grant writing and grant preparation in school schedule.

## **C. Enrollment**

P. Guthrie discussed the enrollment.

- The 2019-2020 enrollment goal is 616 students.
- Kindergarten and second grade student recruitment is priority.
- P. Guthrie will stay in contact with families over summer break.
  - Edison will host events to engage families.

## **D. Engagement**

- K. Feeney-Caito will contact the Recorder about advertisement for kindergarten recruitment.
- E. Disney-Britton discussed using social media ads as a tool to market to families.
  - P. Guthrie stated that Edison uses instagram, facebook, and twitter for marketing.
- 4th of the July cookout will be held at Edison to engage families.
- Town Hall meeting will be held to engage families.
  - E. Disney-Britton requested that Penny provide a calendar to board members so that they may sign up for a presentation.
  - P. Guthrie will include the Town Hall meetings in the student planners.
- Grade Level Meetings
  - Teachers will lead grade level meetings throughout the school year.
    - These will be educational parent meetings to address student needs.
- Community Partners
  - Junior achievement, Ambrose, Indy 500 have been community partners this past school year.
    - E. Disney-Britton recommended that 1 member from the group be recruited to join the committee.
      - Committee meetings/ involvement could be targeted based on monthly goals.

## **E. Public Relations**

P. Guthrie discussed partnering with Radio 1, WFYI, Recorder, NPR for advertisement for Edison.

### Annual Report

- The committee will publish an annual report that can be included fundraising proposals and grant packets.
- P. Guthrie, E. Disney-Britton and N. Tuttle and K. Feeney-Caito will meet to create the content for the annual report in June.
- K. Feeney-Caito and P. Guthrie will reach out to filmmakers for video reel quotes.

### III. Closing Items

#### A. Adjourn Meeting

P. Guthrie made a motion to adjourn the meeting.

K. Feeney-Caito 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 5:18 PM.

Respectfully Submitted,

K. Feeney-Caito