



MCCPS Board of Trustees

Development & Communications Committee Monthly Meeting

Published on February 23, 2021 at 2:59 PM EST

Date and Time

Friday February 26, 2021 at 10:00 AM EST

Location

Remote via Zoom

Join Zoom Meeting

<https://us02web.zoom.us/j/81923176849?pwd=bjc3Q3ExWEhWcUI2c01hcjFia1BkQT09>

Meeting ID: 819 2317 6849

Passcode: 5407

Agenda

	Purpose	Presenter	Time
I. Opening Items			10:00 AM
Opening Items			
A. Call the Meeting to Order		Paul Baker	
B. Record Attendance and Guests		Paul Baker	1 m
C. Approve remote attendance	Vote	Paul Baker	3 m
In light of the ongoing COVID-19 corona virus outbreak, Governor Baker issued an emergency order on March 12, 2020, allowing public bodies greater flexibility in utilizing technology in the conduct of meetings under the Open Meeting Law. This committee makes a motion to accept this Executive Order for this meeting of the Development Committee on February 19th, 2020.			
D. Approve Minutes from November 2020 meeting	Approve Minutes	Paul Baker	2 m

	Purpose	Presenter	Time
E. Approve Minutes from the January 2021 meeting	Approve Minutes	Paul Baker	2 m

II. Development Committee **10:08 AM**

Development Committee

A. Head of School Update	FYI	Peter Cohen	10 m
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B. Marketing Playbook	Discuss	Ian Hunt/Paul Baker	10 m
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--Discuss Further how the playbook will help us organize our Development goals and build out specific strategy and tactics to reach those goals.

--Discuss the messaging work we are starting to identify the key themes to showcase MCCPS strengths such as Exhibition, 5 Essential Habits, Faculty. Drill down on specifics.

C. Lottery/Enrollment/Postcard/Retention update	FYI	Peter/Katherine	10 m
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D. Navigator Night & Online Auction Planning Overview	FYI	Susan Hauck	10 m
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E. PTO & Parent Ambassador Update		Connie DeBoever	5 m
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F. MCEF Update	FYI	Ellen Lodgen	5 m
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III. Closing Items **10:58 AM**

A. Adjourn Meeting	Vote		
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