



MCCPS Board of Trustees

Development Committee Monthly Meeting

Published on July 20, 2020 at 5:38 PM EDT

Date and Time

Friday July 24, 2020 at 10:00 AM EDT

Location

Please note that Development Committee meetings have been changed to Fridays.

Join Zoom Meeting

<https://us02web.zoom.us/j/86783106701?pwd=c1JDUEdvM1Z1VmdYM0RFVXdXdaOXdFZz09>

Meeting ID: 867 8310 6701

Password: 5s5bvG

Agenda

	Purpose	Presenter	Time
I. Opening Items			10:00 AM
Opening Items			
A. Call the Meeting to Order		Ellen Lodgen	
B. Record Attendance and Guests		Ellen Lodgen	1 m
C. Approve remote attendance	Vote	Ellen Lodgen	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 July 24, 2020.			
D. Approve Minutes	Approve Minutes	Ellen Lodgen	2 m
II. Development Committee			10:06 AM
Development Committee			
A. Finalize Development Committee Job Description and Goals	Discuss	Ellen Lodgen, Susan Hauck	15 m
A draft of the proposed document is attached for your review before the meeting. There are two documents- the job description and the goals for this year.			

B. Recruitment	Discuss	Ellen Lodgen and Susan Hauck	15 m
Discuss recruitment of additional members for the Development Committee. Identify people for committee members to reach out to.			
C. Spring Event	Discuss	Susan Hauck	15 m
Discuss event, possible location, and date.			
D. Fundraising plan	Discuss	Susan Hauck	10 m
Review plan for the year.			

III. Other Business

IV. Closing Items

A. Adjourn Meeting	Vote
---------------------------	------

Cover Sheet

Approve Minutes

Section: I. Opening Items
Item: D. Approve Minutes
Purpose: Approve Minutes
Submitted by:
Related Material: 2020_06_18_development_committee_monthly_meeting_minutes (1).pdf

DRAFT



MCCPS

MCCPS Board of Trustees

Minutes

Development Committee Monthly Meeting

Date and Time

Thursday June 18, 2020 at 10:00 AM

Location

remote meeting on Zoom

Join Zoom Meeting

<https://us02web.zoom.us/j/88904867893?pwd=T1o5bHRrOE1SYWd2TkVidDIWaVNEQT09>

Meeting ID: 889 0486 7893

Password: 8isWKm

Committee Members Present

Connie DeBoever (remote), Ellen Lodgen (remote), Jeff Barry (remote), Peter Cohen (remote), Susan Hauck (remote)

Committee Members Absent

Amy Leveroni, Xhazzie Kindle

Guests Present

Katherine Koch (remote)

I. Opening Items

A. Call the Meeting to Order

Ellen Lodgen called a meeting of the Development Committee committee of MCCPS Board of Trustees to order on Thursday Jun 18, 2020 @ 10:00 AM at remote meeting on Zoom

Join Zoom Meeting

<https://us02web.zoom.us/j/88904867893?pwd=T1o5bHRrOE1SYWd2TkVidDIWaVNEQT09>

Meeting ID: 889 0486 7893

Password: 8isWKm

.

B. Record Attendance and Guests

C. Approve remote attendance

Ellen Lodgen made a motion to accept remote attendance.

Jeff Barry seconded the motion.

The committee **VOTED** unanimously to approve the motion.

Roll Call

Ellen Lodgen	Aye
Stephen Veiga	Absent
Jeff Barry	Aye
Peter Cohen	Aye
Susan Hauck	Aye
Fred Ferris	Absent
Connie DeBoever	Aye
Khazzie Kindle	Absent
Amy Leveroni	Absent

D. Approve Minutes

Susan Hauck made a motion to approve the minutes Development Committee Monthly Meeting on 05-28-20.

Connie DeBoever seconded the motion.

The committee **VOTED** unanimously to approve the motion.

II. Development Committee

A. Review of Development Committee Job Descriptions and Goals

Discussed need to review job description and goals to present to the board. Susan and Ellen will review and send a draft out to members.

B. Parent Engagement Strategies

Susan led discussion

- concept of parent engagement is of course impacted by the ability to have gatherings in the fall due to Covid-19
- develop concept of seeing Charter as a coop with all parents expected and needed to participate in some way to support student success
- parent ambassadors will be appointed
 - fulfill the traditional roles of "room parents"
 - reach out to engage more parents
 - help new parents connect
 - make phone calls for personal connection
 - an essential role is to create a platoon of people to spread the word and share stories about Charter
 - will pick one parent to be the "captain" for each grade and then recruit another 3 for a total of 4 per grade
 - there will be training and meetings to support the ambassadors
- create a handbook for PTO and ambassadors to help have info and support
- train some student ambassadors from each grade to do tours, welcome new students

C. Recruitment

III. Other Business

A. Marblehead Charter Education Fund (MCEF)

- Susan will be President of the MCEF
- Jeff is the bookkeeper
- current members include Jen Jewell (former parent and Board Chair) and Evan Cassidy (graduate)
- need a few more members and assign vice president, treasurer, secretary
- meet quarterly at first

IV. 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 11:05 AM.

Respectfully Submitted,
Ellen Lodgen

Documents used during the meeting

- 2020_05_28_development_committee_monthly_meeting_minutes.pdf
- DCR_Committee_Goals_2017-18.docx-1.pdf
- DCR_Committee_Job_Description.pdf

Cover Sheet

Finalize Development Committee Job Description and Goals

Section: II. Development Committee
Item: A. Finalize Development Committee Job Description and Goals
Purpose: Discuss
Submitted by:
Related Material: Goals of the MCCPS Development Committee .pdf
Role of the MCCPS Development Committee .pdf

DRAFT: edited 7/16/2020

Goals of the Development Committee 2020-2021

- **Fundraising : \$75,000**
 - Events and Appeals
 - Donors
 - Grants

- **Community Engagement**
 - Create new Welcome Guide for Families
 - Launch Parent Ambassadors at advisory level
 - Create new student engagement opportunities:
 - Student Ambassadors for open house tours & special events
 - Student Reporters & Photographers for each grade
 - Solicit Alumni representatives and plan events for:
 - High School and College Alumni under 21
 - Charter Alumni Association 21+
 - Build Pen Pal program w/ Grandparents & Rotary members
 - Increase Community Partnerships

- **Communications Review:**
 - Redesign website
 - Collect feedback on:
 - Weekly Head of School newsletter - archive on website
 - Weekly Highlights email blast
 - Increase Social Media presence - FaceBook, Instagram, Twitter
 - Launch Marblehead Charter Connector: monthly informational newsletter to assist with donor & prospect stewardship
 - Develop new strategies for print media coverage
 - Promote Charter TV to larger school community

- **Donor Stewardship**
 - Implement a new donor stewardship database and reporting tools to track prospect and donor solicitation, communication and recognition activities
 - Provide Donor Stewardship training and ongoing support to assist the board of trustees with board level fundraising, donor stewardship tasks and building community connections with local businesses and organizations

- **Events & Appeals**
 - August-October Student Success Fund Drive
 - October 24 Fall Recycling Drive
 - November 30 Giving Tuesday
 - December Holiday Shop Online Auction
 - January-February Annual Fund Drive
 - End of March/Early April Spring Fundraising Event
 - Spring Grandparent's Day
 - June Student Fundraising event

DRAFT: edited 7/16/2020

Development Committee 2020-2021

Purpose of the Committee:

The Development Committee is responsible to the Board of Trustees and helps the Board fulfill its responsibility of ensuring the school’s long-term fiscal health. The committee exists to support the Board and other entities such as PTO in fundraising, fund development, communication, and community engagement efforts. All committee work is done in partnership with the Head of School and the Board of Trustees under the leadership of the Development Director.

Committee Reports to: Board of Trustees

Staff to the Committee: Development Director

Committee Membership:

Appointment of the Development committee chairperson shall be made annually by the Board of Trustees with the advice and consent of the Head of School and Development Director. The Chair of this committee shall be a member of the Board of Trustees. Other committee members will include both Board and non-Board members. All committee work is done in partnership with and through the leadership of the Development Director. The committee does not usurp the authority of the Board, and neither directs or oversees the school staff. The committee will ideally be made up of 10-12 members, each possessing skills/experience in specific functions. The Development Director, Head of School, Business Manager, a PTO representative, and an MCEF representative will sit on the committee. Sub-committees of each function may be formed as needed.

Key Areas of Responsibility:

Communications	Community Engagement	Fundraising Events	Fundraising Appeals	Donor Stewardship	Grants Management	Community Partnerships
-----------------------	-----------------------------	---------------------------	----------------------------	--------------------------	--------------------------	-------------------------------

Frequency of Meetings: Full Committee - Monthly on Third Friday