

APPROVED



MCCPS Board of Trustees

Minutes

Development Committee Monthly Meeting

Date and Time

Thursday May 28, 2020 at 10:00 AM

Location

Remote meeting

Join Zoom Meeting

<https://us02web.zoom.us/j/89032851276?pwd=a2xtM1RyMIJ5MzVtRmRCRGRZSWZTUT09>

Meeting ID: 890 3285 1276

Password: 3THHZx

Committee Members Present

Amy Leveroni (remote), Connie DeBoever (remote), Ellen Lodgen (remote), Jeff Barry (remote), Peter Cohen (remote), Susan Hauck (remote), Xhazzie Kindle (remote)

Committee Members Absent

Fred Ferris, Stephen Veiga

Guests Present

Katherine Koch

I. Opening Items**A. Call the Meeting to Order**

Ellen Lodgen called a meeting of the Development & Communications Committee of MCCPS Board of Trustees to order on Thursday May 28, 2020 at 10:02 AM.

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** to approve the motion.

Roll Call

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

D. Approve Minutes

Jeff Barry made a motion to Accept minutes from April meeting.

Susan Hauck seconded the motion.

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

Roll Call

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

II. Development Committee

A. Auction Report

Susan led the discussion

- Giving Tuesday raised \$2450
 - plan to launch again in November when National Giving Tuesday occurs after Thanksgiving
- Auction

- Raised \$13,560; 11 ChromeBooks sponsored for the school; multiple cash donations
- First time using 32Auction platform; easy to use
- next time will work on increasing gift card selection
- solicit more teacher experiences and will be more effective when have kids in school to promote these items
- run a pre holiday one; will gather items over the summer

B. Plans for 2020-2021

Susan led discussion

- Student Success Fund solicitation in later summer, early fall
 - ramp up to maximize the number of families participating
 - reintroduce as a separate ask and emphasize importance and what it provides for the students.
- Holiday auction planned in November, December
- Annual Appeal
 - run in Dec-Jan
 - emphasize importance of funds for operations, facilities, PD, technology infrastructure
- Spring Event
 - early April?
 - looking for an offsite location such as Salem Waterfront Hotel
 - firm up a date and reserve a site
- Working on pushing out these fundraising opportunities to wider community to maximize possible donors
 - Peter and Susan have each joined a different Rotary group to make connections

We are now moving towards running a full Development operation with Susan as Director.

- Plans include
 - Building of community is key
 - recognition of donors
 - a more robust engagement of parents
 - welcoming new families; parent ambassadors to help families assimilate and get involved
 - Work on plans to engage new parents if we are not in school in person
 - Head of School coffees
 - important to maintain student population and recruit new ones
 - Suggestions for increased engagement included
 - a volunteer recognition event such as Navigators Night from previous years

- grade specific social events at someone's home or elsewhere (with board member or committee member speaking briefly)
- volunteer sign up forms (Amy found some examples)
- getting a parent to host a new grade 4 FaceBook page
- maybe letters from current 4th graders to new ones.
- Grant writing
 - Matt, Peter and Jeff have identified key areas of need
 - will start identifying appropriate sources of support from various foundations

Peter added a discussion of plans for school for fall

- waiting to hear from DESE and state for guidance about opening school
- created a Reopening Commission which has begun work on various scenarios
- planning some sort of new student orientation in the next few weeks
 - maybe a Zoom orientation
 - maybe a "drive by" to see teachers and get a goody bag like they would have received before closure occurred.
- ◦ ■

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 11:00 AM.

Respectfully Submitted,
Ellen Lodgen

Documents used during the meeting

None