

APPROVED



**MCCPS**

## MCCPS Board of Trustees

### Minutes

#### Development Committee Monthly Meeting

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**Date and Time**

Thursday May 28, 2020 at 10:00 AM

**Location**

Remote meeting

Join Zoom Meeting

<https://us02web.zoom.us/j/89032851276?pwd=a2xtM1RyMlJ5MzVtRmRCRGRZSWZTUT09>

Meeting ID: 890 3285 1276

Password: 3THHZx

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**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

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**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**

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

**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
Susan Hauck	Aye
Fred Ferris	Absent
Stephen Veiga	Absent
Peter Cohen	Aye
Connie DeBoever	Aye
Jeff Barry	Aye
Khazzie Kindle	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.

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### 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

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#### Documents used during the meeting

*None*