

APPROVED



MCCPS

MCCPS Board of Trustees

Minutes

Development Committee: October Meeting

Date and Time

Friday October 16, 2020 at 10:00 AM

Location

Remote Zoom Meeting

Topic: Development Committee October Meeting

Time: Oct 16, 2020 10:00 AM

Join Zoom Meeting

<https://marbleheadcharter.zoom.us/j/84196327928>

Meeting ID: 841 9632 7928

One tap mobile

+13126266799,,84196327928# US (Chicago)

+16465588656,,84196327928# US (New York)

Meeting ID: 841 9632 7928

Find your local number: <https://marbleheadcharter.zoom.us/u/kd5KJOJcbm>

Join Zoom Meeting

<https://us02web.zoom.us/j/85370571155?pwd=ZGsyRy9YVFQyVE9lMnlLQ0hHWIRoUT09>

Meeting ID: 853-7057-1155

Password: 5386

Dial by your location

(312) 626 6799

(646) 558 8656

(301) 715 8592

(346) 248 7799

(669) 900 9128

(253) 215 8782

Committee Members Present

Amy Leveroni (remote), Beth Taranto (remote), Connie DeBoever (remote), Ellen Lodgen (remote), Katherine Koch (remote), Susan Hauck (remote)

Committee Members Absent

Jeff Barry, Xhazzie Kindle

Guests Present

Paul Baker (remote), Peter Cohen (remote)

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 Friday Oct 16, 2020 at 10:00 AM.

B. Record Attendance and Guests

C. Approve remote attendance

Ellen Lodgen made a motion to accept remote attendance.

Susan Hauck seconded the motion.

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

D. Approve Minutes

Connie DeBoever made a motion to accept the minutes from the September meeting.

Amy Leveroni seconded the motion.

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

II. Development Committee

A. Updates on Phase 2

Peter discussed:

Phase 2

- no school Monday, 10/19- full PD and flu clinic

- Phase 2 starts Tuesday, 10/20
- gr 4-7 have two groups spending two days in school each- Tues/Wed or Thurs/Fri
- whole school remote Mondays
- gr 8 and some students in person 4 days
- about 55% students in person each day

Teaching Force

- exciting initiative
- program from Netherlands that started 10 yrs ago with 10 schools; now over 1000 participating
- we are first in US
- empowers teachers to improve their schools
- teachers will have dedicated time to plan lessons together, observe each other and provide feedback
- 4 teachers started process with Peter, Matt, Andrea and now bringing it to entire faculty
- are reaching out for funding sources
- will be part of our responsibility in the Charter to disseminate best practices to wider community

B. Update on Student Success Fund Appeal

- 55% of goal reached
- some gave more than suggested contribution
- Susan will be reaching out to those who haven't paid yet
- new is ability to pay over time rather than all at once

C. Upcoming Events

- Holiday auction that was scheduled for fall won't be held but will instead focus on Student Success Fund and Giving Tuesday
- Spring Fundraiser
 - Friday, April 9 at Salem Waterfront Hotel
 - if have to cancel we won't lose money or can push date out further
 - planning both live and virtual events at same time just in case Covid issues prevent a live event
 - Susan and Amy L met to discuss logistics
 - shared list of committees
 - reaching out to alumni for help in planning
 - create videos for event with dual purpose of showing at the event and using for marketing, recruitment, and fundraising

D. Marketing Focus Group

Discussion postponed to future meeting

III. Other Business

A. PTO

Susan thanked Connie and PTO for their work and outreach to families, establishment of ambassador program, and encouraging grade level in person events..

Connie reported on the in person events in the fall and plans for these to continue in the spring.

Because there is no Halloween dance, there will be events in school including wearing costumes, handing out treats, and a pumpkin decorating contest and drive-by viewing. PTO has mapped out a plan for the year for fundraising for their needs which include stipends to each grade, teacher appreciation, and other costs associated with supporting students.

B. Additional discussions

- A major part of the goals of the Development Committee is to build community relations
 - Peter working on relations with local districts including Marblehead
 - Susan and Peter have joined the Rotary clubs
 - looking to build a connection between students and Rotary; alumni parent Rosie Segal is the point person for this initiative
- In the process of setting up systems to increase success in fund-raising, grant writing, donor outreach, building alumni network
- Beth working on systems to collect and store videos and photos for easy access as we develop marketing materials.
- Katherine continuing to increase our presence in all social media outlets
- Danette growing the scratch kitchen and offerings for our families and the community; the free lunch program now continues to the end of the year for all students.
- Working on a way to highlight and support businesses that support us.
- Working on streamlining fundraising and money asks at all levels- school, PTO, grades, teachers
- Board needs to support all fundraising goals personally and through business and personal connections.
- We will be mindful of conflicts with local events when planning ours.
- Upcoming Recycle Drive on October 24.

IV. Closing Items

A. Adjourn Meeting

Amy Leveroni made a motion to adjourn.

Susan Hauck 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 11:00 AM.

Respectfully Submitted,
Ellen Lodgen