

APPROVED



MCCPS Board of Trustees

Minutes

Development & Communications Committee Monthly Meeting

Date and Time

Friday January 15, 2021 at 10:00 AM

Location

Remote via Zoom

Join Zoom Meeting

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

Meeting ID: 819 2317 6849

Passcode: 5407

Committee Members Present

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

Committee Members Absent

Jeff Barry, Khazzie Kindle

Guests Present

Jennifer Goldberg, Jessica Gelb

I. Opening Items

A. Call the Meeting to Order

Paul Baker called a meeting of the Development & Communications Committee of MCCPS Board of Trustees to order on Friday Jan 15, 2021 at 10:00 AM.

B. Record Attendance and Guests

C. Approve remote attendance

Paul Baker made a motion to Approve Remote Attendance.

Susan Hauck seconded the motion.

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

Roll Call

Jeff Barry	Absent
Khazzie Kindle	Absent
Beth Taranto	Aye
Ellen Lodgen	Aye
Paul Baker	Aye
Susan Hauck	Aye
Connie DeBoever	Aye
Ian Hunt	Aye
Amy Leveroni	Aye
Katherine Koch	Aye

II. Development Committee

A. Head of School Update

Peter provided his Head of School update to the committee.

B. Marketing Playbook

Susan and Peter shared a number of ideas outlining the manner in which they envision the flow of information, activities, fundraisers, grant requests and Capital Campaign donations will be communicated out to stakeholders to further improve the school's visibility, media and social media presence on the North Shore and beyond

C. Student Recruitment & Retention Overview

Peter and Susan gave updates on the postcard outreach, in multiple languages, to surrounding towns in order to bulk out the number of applications for the 2021/22 school year.

Intent to return letters will be sent to current families soon and early indications are that there will be a high rate of student retention moving into the new school year.

The requested amendment to the school charter is awaiting final approval from DESE.

Approval will mean the school becoming a regional school, encompassing not only

Marblehead, but also Swampscott and Nahant. This will give students from these towns submitting applications the same priority as Marblehead students.

D. PTO & Parent Ambassador Update

Connie provided an update that included continued great reviews of, and participation in, the "Take out Tuesday's" initiative.

The hugely popular "Penny Wars" fundraiser will not happen this year but the PTO is planning for an alternative event to encourage family participation.

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,
Paul Baker