

APPROVED



## MCCPS Board of Trustees

### Minutes

#### Development & Communications Committee Monthly Meeting

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**Date and Time**

Friday January 15, 2021 at 10:00 AM

**Location**

Remote via Zoom

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Join Zoom Meeting

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

Meeting ID: 819 2317 6849

Passcode: 5407

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**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, Xhazzie Kindle

**Guests Present**

Jennifer Goldberg, Jessica Gelb

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**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**

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