

APPROVED



MCCPS Board of Trustees

Minutes

Development & Communications Monthly Meeting

Date and Time

Monday September 27, 2021 at 7:00 PM

Location

Join Zoom Meeting

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

Meeting ID: 819 2317 6849

Passcode: 5407

Committee Members Present

Ian Hunt (remote)

Committee Members Absent

Beth Taranto, Connie DeBoever, Ellen Lodgen, Jeff Barry, Jessica Gelb

I. Opening Items**A. Record Attendance****B. Call the Meeting to Order**

Ian Hunt called a meeting of the Development & Communications Committee of MCCPS Board of Trustees to order on Monday Sep 27, 2021 at 7:00 PM.

II. Board Update

A. Review MCCPS Board Goals

Reviewed MCCPS board goals to ensure alignment with goal setting discussion for this meeting:

Goal-1: Foster a strong level of connectivity with faculty, parents and community members.

- Advance general awareness of MCCPS board responsibilities and key activities through a diverse communications strategy that reaches all key stakeholder groups.
- Build and cultivate a more dynamic and interactive relationship with MCCPS faculty. To include strengthening access and building trust through regular events and activities.

Goal-2: Establish a robust development strategy to support both short term and long term strategic goals of MCCPS and ensure financial stability of school.

- Leverage local community networks to support the realization of short term infrastructure needs (e.g. roof repairs).
- Identify and foster new and innovative opportunities to support the realization of long- term strategic goals (e.g. MCCPS Strategic Plan).

Goals-3: Support the continued Growth and Development of the educational experiences of our MCCPS Students.

- Adoption and support the implementation of the criteria for excellence.

III. Roles & Responsibilities

A. Review DEVCOMM Strategy

Aligned on near term and long term strategic priorities. DEVCOM team agreed on the following strategic goals:

Goal-1 (Short term goal, 2021-2022): Build foundational capabilities to support long-term sustainability and address near term needs of school.

Key Tactics

- Target **major** fund raising events around 1-2 key priorities

- Mural (Q2)
- Roof Repair (tbd)
- Rebuild the core:
 - Reaffirm community & alumni networks.
 - Establish event playbooks.
 - Launch MCCP Fund-a-Need.
 - Establish our brand.

Goal-2 (Long-term goal, 2023- 2026): Launch major fund-raising efforts to realize long-term strategic plans.

Key Tactics

- Hire Development Officer.
- Begin fund raising efforts to support strategic plan (e.g. Science Lab, Performance Space).

B. Key areas of responsibility for DEVCOMS

Aligned on composition of the DEVCOM team:

- Ian Hunt (Chair)
- Jess Gelb (Vice-Chair)
- Amy Leveroni
- Connie DeBoever (PTO rep)
- Beth Taranto
- Ellen Lodgen
- Jeff Barry
- Peter Cohen

IV. 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 4:46 PM.

Respectfully Submitted,
Ian Hunt