

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