



Marketing and Community Outreach

Meeting Minutes

Meeting Date: January 7, 2013

Meeting Location: BFA Library

Approval: Draft

Recorded by: Rebecca Griggs

Attendee	Title	Organization	Present
Julia Porterfield	Chair	MCO	Present
Janell Swan	Vice Chair	MCO	Present
Rebecca Griggs	Secretary	MCO	Present
Susie McCoy	Policy Officer	MCO	Present
Nathan Bobbin	Communications Officer	MCO	Present
Lynsey Humphries	Community Outreach Officer	MCO	Present
Heather Smith	Socials Representative	MCO	Present
Shannon Hinrichsen	Preschool Representative	MCO	Present
Tom Devlin	Marketing Representative K-2	MCO	Present
Jody Wolf	Marketing Representative 3-5	MCO	Present
Kathleen McKinnon	Middle School Representative	MCO	Present
Solie Swan	Member at Large	MCO	Not present
Becky Mullen	BFA Board Liaison	BFA Board	Present
Dave Fisher	Ben's Brigade	Visitor	Present

MEETING LOCATION: BFA Library

MEETING START

Meeting Schedule Start: 6:30

Meeting Actual Start: 6:37 Meeting called to order by Julia

Meeting Scribe: Rebecca Griggs

AGENDA

1. APPROVE/AMMEND AGENDA & MINUTES

Move to add a 5 minute section at the end of agenda on miscellaneous items.

Motioned by Julia, seconded by Janelle, motion passes.

Move to approve minutes from December 2013.

Motioned by Julia, seconded by Rebecca, motion passes.

2. POLICY UPDATE

Policy log reviewed by Susie. Additional items discussed that had been heard of amongst the meeting attendees

3. TREASURER'S REPORT

Total budget of \$13,284; \$4,693.14 spent to date.

Barely under budget in many categories. Stay Curious video and movie night were slightly over budget.

Substantially under budget on Veteran's Day.

Unclear about whether copy charges are coming through on budget, Janelle will check. Consensus is that it's cheaper to do black/white copies at school. Unknown on cost difference on color copies. MCO code has been loaded onto other copiers in the school.

Janelle will upload changes/updates to budget in Google docs.

4. PARENT REPRESENTATIVE REPORTS

Preschool update (Shannon)

- Nothing specific happening in the next month
- Enrollment started beginning of January
- Difficult to fill afternoon class(es); Shannon, Solie and Nathan to coordinate on ad in Colorado Parent Magazine to help with afternoon enrollment. Consider emphasizing the nurturing component, "Best of the Best" article and preferential enrollment in elementary school. Potentially considered Women's Edition magazine as well. Consider putting flyers up in libraries as well as publicizing on Facebook.

K-2 (Tom)

- Kindergarten: Children's museum offsite trip planned on January 31st (9:30 – 12:30), Stuffy program will also be included
- 2nd grade – in school field trip 1/15 from 10-11 → Pioneers moving West theme
- Kindergarten: Flat Giny project completed over break
- 1st grade has musical this week
- Tom to reach out to Diana Simpson (Academic Director for K-3) to understand other activities

3rd – 5th (Jody)

- Websites only give a week review, sporadically get responses from room parents on events
- 3rd grade – eyeball dissection in February
- 4th grade starting Colorado history unit; potentially a re-enactment
- Tom will ask Diana Simpson to include highlights from 3rd – 5th in additional to other K-3 activities

Middle School (Kathleen)

- Jody shared that girls basketball will start the end of this month for A and B team for 6th – 8th
- Discussion regarding specials teachers to be highlighted on home rotating feeder; Rebecca will create list of questions for interviews and distribute to parent representatives to collect responses by January 31st
- Write press release on music teacher (Rebecca)
- Science Fair on 1/21 – 24th, winners chosen by STEM committee for advancement to regionals in February
- Middle School Elective – 2 students notified before break that they were regional winners for the stock market challenge; Nathan to reach out to Ms. Gibson / Jason Cochran to get additional information
- Mr. Embleton's class (reading and writing) – piloting an Odyssey social media event, installing Minecraft server in Spring / Nathan to get details and send to Rebecca for press release

5. MARKETING REPORT

Facebook interaction map shared with group. Where's Ben were 4 of top 7, Principal Barber's are always popular, fruits and veggies as well as Arapahoe H.S. had high hits.

Discussion regarding emphasizing core virtues more on Facebook and in a press release (including Ben's Bucks, etc.); Nathan to work with Becky on tying virtues to recent events and publishing on Facebook.

Julia to update access to Google drive for those without access.

Google analytics to be completed by Nathan and Becky before next month.

Nathan and Rebecca to work on press release process steps and forms for submitting requests for press releases and Facebook posts.

Where's Ben Campaign update – good learning is that we need city/state and family submitted. Follow ups within the next couple of weeks:

1. Determine winner (Nathan)
2. Contact Laura Goldin regarding collage (Rebecca)
3. When announcement of winner is determined, Julia will put in the newsletter.
4. Press release after completed (Rebecca)
5. Consider what a Spring campaign on Where's Ben could be – discuss at February MCO meeting

Ben's Brigade – Auction items potentially to include Beer, Brats and Bob; next meeting on Monday (discussing Watch Dogs, planning Saturday Work at School day – tentatively planned for mid-March).

6. SERVICE PROJECT

Several ideas submitted, top ones included:

- Cleaning park or school grounds
- Sandwich-making activity
- Earth Day activity (collect bags, kids color them and then they use them in the store)

Julia will take these items to Bob and will let the group know what the decision is. Some interest in doing a service day at some frequency.

7. COMMUNITY OUTREACH UPDATE

Overall, holiday outreach with Children's Hospital a success by filling two cars and many kids showed up. Donuts for class that won tentatively planned for this Friday.

Impromptu candy collection yielded ~90 lbs of candy. Julia sent to non-profit (working with Veterans and troops).

8. SOCIALS UPDATE

Next social scheduled for January 22nd (Wednesday) morning at Starbucks in Target at Lucent at 8:15. First attempt around emphasizing representation from Preschool through 2nd grade although all are welcome. Update in Thursday folders planned. Communication to be finalized by next Monday. Anyone with ideas for talking points can send them to Heather.

9. MCO EVALUATION

Successes:

- Veteran's Day program – all components
 - More thoughtful approaches to celebrations
 - Internal and external emphasis on community
 - Consider invitations for next year
- Summer socials for all grade levels to promote more interaction with parents
- Create and maintain traditions
- Giving back components to programs (ice cream, donuts, activities where they don't have to pay)
- Community outreach (especially near us ... like Children's Hospital)
- Mentoring program (cards and outreach in tough times)

Opportunities:

- Find ways to be more impactful on pre-school
- Consider more meaningful connections with staff and administration
- Need to market ourselves and programs more

10. MCO BYLAWS

Socials (Heather) change from 10 socials to 8.

Policy Q&A change from 2 to "at least 1."

Vision should include something about marketing efforts.

Section 3.6 – remove "unless as deemed by the Board."

Discussion regarding responsibilities of Communication Officer vs. Parent Representatives regarding responsibilities of participating in events, getting pictures.

Add that Board liaison can vote in the event of no quorum.

Move to approve the bylaws with modifications discussed.

Motioned by Janelle, seconded by Lynsey, motion passes.

11. MISCELLANEOUS

There is a need for a subcommittee to nail down the marketing strategy in collaboration with the board (not at the direction of the board). Proposed members of the subcommittee include Nathan, Rebecca, Jody and Solie.

Subcommittee will present out on outcome of that meeting in the February MCO meeting.

Janelle provided an update on mentoring cards sent and planned to be sent.

2014 and 2015 School Year Calendar to be discussed at next meeting.

Chair and Vice Chair elections coming up (to be appointed by the Board). All parent reps will also be up for election in addition to the Policy and Communications Officer.

12. MEETING END

The meeting was scheduled to end at 8:20 PM.

The meeting actually ended at 9:54 PM – called to end by Julia.