



Marketing and Community Outreach

Meeting Minutes

Meeting Date: March 4, 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	MCO	Present

MEETING LOCATION: BFA Library

MEETING START

Meeting Schedule Start: 6:30 PM

Meeting Actual Start: 6:33 PM Meeting called to order by Julia

Meeting Scribe: Rebecca Griggs

AGENDA AND FEBRUARY MEETING MINUTES (5 MIN)

- Motion to amend minutes to reflect that the meeting was called to order at 6:34 PM and a special note that there was a mis-reporting on Tom's report field "day" should be changed to field "trip"; Susie seconded, approved
- Move to add a middle school initiatives before Parent Rep reports on agenda, Susie moves to approve, Julia seconded, approved

POLICY UPDATE

- Policy log reviewed
- Julia has put in a request to the Board that the MCO chair attend the Board meeting quarterly to discuss the trended policy log (April is the next planned discussion with the Board)

TREASURER'S REPORT

- Met with Brenda this past week – pre-approval of spending continues to be of highest importance (estimates of spend are ok)
- Currently under budget
- Will re-look at budget for next year and Brenda has provided some guidance; rough draft of budget due by May 1st
- Julia suggests a sub-committee for planning budget and events for next year (Janelle to lead subcommittee with Lynsey, Heather, Nathan, Dave and Shannon) – report will be shared at the April meeting; coordinate with PTO

MIDDLE SCHOOL INITIATIVE

- Request to put an event together where kids from surrounding high-schools that are BFA alumni to come and talk to Middle School students and parents to talk about various aspects of surrounding high-schools
- Question is how we will track these alumni students, where they are, who will be asked to come back
- Idea discussed regarding creating an alumni directory
- Lynsey and Kathleen will work with Jason on details

PARENT REPRESENTATIVE REPORTS

- Shannon (preschool)
 - End of year pre-school party – entertainment and cost options discussed
- Tom (K-2)
 - Ms. Klee's class doing a Tagawa field trip (4/4/14)
 - 1st Grade (Saleh) – studying space and the solar system; rocket launch was last Friday
 - 2nd Grade Ellis Island Fair (4/4/14); Ellis Island Play on 3/17/14 at theater
 - Misc: Knows of someone who may be interested in working with BFA on a year-round garden plan and would be interested in marketing it as well
- Jody (3-5)
 - Destination Imagination tournament on 3/15
 - Ms. Goldin is going to start soccer on 3/17; registration link on BFA website
 - 3rd grade – science fair first 2 weeks of April; 5/19 Colonial Day; Manitou Springs field trip on 3/20; additional field trip being considered for Native American study
 - 4th grade – Revolutionary Re-enactment field trip (4/29 is the main one)
 - 5th grade – Civil War (3/19)
 - Cow eyeball dissection pictures to be sent to Nathan
- Kathleen (middle school)
 - Music show on 3/19 for Kindergarten
 - 3/5 – Regional Science Fair
 - Keystone Science Center in April
 - Info night on 7th and 8th graders on 3/18 (potential conflict with BFF Social)
 - DC trip in early May
 - Keystone Science camp trip (4/23 – 4/25)
- Dave (Ben's Brigade)
 - 17 men showed up for Community Service Day
 - Meeting on 3/3 to begin planning calendar; service day bi-annually, repainting fire-lanes/crosswalk in the Spring
 - Ben's Brigade to be more active in helping out with scheduled school events
 - Pinewood Derby for Cub Scouts is on Saturday 3/8 from 1:30 – 4:00; some help potentially needed for tear-down and coordination with set-up for Mother-Son dance

MARKETING REPORT

- Strategy sub-committee focused on: (1) building sense of community through communication/social media; and (2) using more traditional press for driving utilization rate

- As of 2/11: very close to capacity in K-5 ... 6th 97/104, 7th 61/104, 8th 45/104
- Projections for next year: Full capacity at K-6th and 99/104 (7th) and 62/104 (8th)
- Exit interviews for former students that moved on to other schools to understand AP classes/honor roll, etc. (stats that would be important for people trying to decide about moving out of BFA vs. staying)
- Discussion regarding retaining PR firm for a limited number of events per year / potentially adding into budget
- After regional science fairs are completed, social media will be used
- Board election to be posted
- Two press opportunities:
 - Chamber STEM Coalition (3/19)
 - Revolutionary War Re-enactment (4/29)
- Teacher Features:
 - Jody to talk to Ms. Goldin to get questions answered
 - Becky to begin running teacher features – doing every other week
- Same approach as Fall to Spring Where's Ben campaign – Julia will advertise in newsletter
- From Fall Where's Ben Campaign – families that participated will get printed copy of collage + larger collage picture will be made available to the school for posting somewhere (TBD)

COMMUNITY SERVICE DAY DEBRIEF

- Community Service Day completed on Saturday with larger turnout than expected and positive feedback
- Next year consider going bigger to provide more variety and space
- Great learning year – possibility of incorporating more activities for younger kids next year and incorporating ways for other students to get volunteer hours in the prep and execution of the event
- Put pictures in newsletter along with a thank you to all participants, also include on website and do a press release; Lynsey to draft newsletter blurb before 3/5 (AM)
- Rebecca will expand on newsletter blurb to create a press release
- Tom mentioned the interest in BFA community directory of professional services, Becky will follow-up
- Heather writing a thank-you letter to Target

MENTORING UPDATE: NEW STUDENT ORIENTATION

- Susie and Janelle went to kindergarten orientation; a few people signed up that they would be interested and some interested in joining the MCO (Janelle to send list to Julia and Rebecca)
- Uniforms were of high interest

BFF SOCIALS

- Most recent one (3rd -5th grade focus) – at Target
- Topics of interest were field trip discrepancies between grades and giving candy out in classes
- Next social is an evening social (potentially Old Blinking Light) Tuesday, March 18th from 7-9PM
- Newsletter blurb coming this week and next week (next week to be accompanied by Thursday folder item)
- Sign-up Genius to be used for RSVPs
- Potential of offering presenters from the community that might be interesting to parents was discussed (study skills, organizational skills, health topics, etc.) and consider marketing to non-BFA parents

MISCELLANEOUS: BYLAWS, ELECTIONS & JOB DESCRIPTIONS

- Bylaws approved by the Board
- Job Descriptions not completely finalized, although refer to the Bylaws for general requirements
- Elections will be held at April meeting according to Bylaws, launch for positions will begin this week (Policy and Marketing Officers + Parent Representative position are up for this year) – silent ballot anticipated with email notification of winners following

Meeting called to close at 8:30 PM by Julia.