



Prairie Crossing Charter School
Communications, Public Relations and Fundraising Meeting Minutes
Monday, January 11, 2010
Approved, February 1, 2010

The minutes of the PCCS **Communications, Public Relations and Fundraising** meeting held on **January 11, 2009**, 1531 Jones Point Road, Prairie Crossing Charter School, in Grayslake, Illinois 60030.

Members Present

Elizabeth Stearns
Steve Achtemeier
Barb Provost
Jeff Werfel

Board Members Excused/Absent

Mitzi Schwabe

Parents and Guests Present

Staff

Myron Dagley, Sarah Kirsch, Stacey Gavin

Mission/ Purpose of this committee

The purpose of the CPR&F committee is to meet goals as assigned by the strategic plan, oversee communications, fundraising and public relations strategies using the school mission and values as criteria for planning.

Proposed Goals for Year 2 (per Strategic Plan)

Fundraising

- 3.1 Determine whether a foundation will be formed to raise funds for PCCS.
- 3.5 Develop a diverse fundraising plan with 1-3 year revenue goals.

Communications and Public Relations

- 5.5 Actively and formally participate in dialogue and collaboration with other Environmental schools and educational institutions and organizations.
- 5.6 Create and implement an annual PR and Marketing Plan.

Prairie Crossing Charter School is a public school that transforms our children through academic discovery and interaction with our unique natural, ecological, and community resources.

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School Director: Myron Dagley
Principal: Brian Greene

Visit us at prairiecrossingcharterschool.org

Agenda Topics

Discussion Items

Call to order Elizabeth Stearns at 7:10 p.m.

Call to order

Discussion Items

- Report of Director of Development – Sarah Kirch provided a very detailed fundraising plan for the remainder of the year including an update on Partner with Parents. She also provided a breakdown of giving for the annual appeal. Discussion was held on how best to communicate it to parents.
- Discussion Plan Earth Week Event. The Earth Day plan was tabled for next year in light of so many fundraising activities planned for spring. It will be added to the 2011 calendar as a friend raiser and perhaps hosting the Run on the Prairie at Independence Grove in the Fall as a fundraiser.
- Report of Outreach Activities – Myron Dagley outlined the upcoming activities for outreach.
- Overview of Prior Task Force on Communication Recommendation - Elizabeth Stearns reviewed the Communications Taskforce in 2007. Kudos to the administration in that most of the activities recommended in the plan were implemented. Remaining activity includes the development of a PR/Marketing plan.
- Current Communication Plan – Myron Dagley presented the administration's communication plan.
- Monthly Report on Fundraising – Stacy Gavin provided a very complete update on the fundraising efforts which are on target.
- Website Transition Update – Eric Hebert brought the committee up to date on the website which has been delayed due to his illness.
- Review Minutes of Previous Meetings.

Public Comment

Action Items

- Approve Previous Meeting Minutes—Eric Hebert made a motion to approve the minutes from December 7, 2009 seconded by Steve Actemeier.

Future Agenda Items

Outreach

Board opportunities to get involved in fundraising

Board policy on Fundraising needs to be updated

Key Messages reviewed

Meeting Adjourned at 9 p.m. Motion by Eric Hebert, seconded by Jeff Werfel.

A motion was made by Steve Achtemeier to adjourn, seconded by Elizabeth Stearns at 9:15 p.m.