



Prairie Crossing Charter School
Communications, Public Relations and Fundraising Meeting Minutes
Thursday, November 5, 2009
Approved Monday, December 7, 2009

The minutes of the PCCS **Communications, Public Relations and Fundraising** meeting held on **November 5, 2009**, 1531 Jones Point Road, Prairie Crossing Charter School, in Grayslake, Illinois 60030.

Members Present

Elizabeth Stearns
Eric Hebert

Parents and Guests Present

Geoff Diegan

Board Members Excused/Absent

Michelle Chiodi
Jeff Werfel

Staff

Myron Dagley, Sarah Kirsch

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 Goal(s) for Year 1

Communications and Public Relations

5.1 Standardize and streamline internal communications.

5.2 Establish the PCCS Website as vehicle for marketing, public relations and outreach

5.3 Use effective and interactive communication to build PCCS community (including Board, staff, teachers parents and students).

Agenda Topics

Discussion Items

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

Discussion Items

- Website Review—a review of version 2 with all input from September meeting. More changes suggested and will be implemented before a presentation to administration.
- Communication Plan—tabled until a communication subcommittee can be established
- Development Position—Sarah Kirsch presented on the importance of adding development work to administration
- Fundraising Status Report—was passed out for discussion at next meeting
- Logo Brand Progress Report—tabled until next meeting

Public Comment

None

Future Agenda Items

- Fundraising Financial Reports

A motion was made by Eric to adjourn, seconded by Geoff at 9:15 p.m.

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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Visit us at prairiecrossingcharterschool.org