



Prairie Crossing Charter School
Communications, Public Relations and Fundraising
Approved Minutes for Wednesday, August 5, 2009
Approved on September 17, 2009

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).

Call to order Elizabeth Stearns

In attendance: Jeff Werfel, Erik Hebert, Elizabeth Stearns

Discussion Items

• **Web Production Status (Erik and Elizabeth)**

Erik continues to work on the back end of the website, design side was postponed due to special meetings for approval over the summer. No date of completion available at this time.

• **2008-2009 End of Year Fundraising Report (Myron)**

Myron Dagley provided an end of year fundraising report.

• **2009-2010 Fundraising Projection Report (Myron)**

Myron Dagley presented the school year 09-10 projections for fundraising.

• **2009-2010 Fundraising Calendar (Elizabeth)**

Elizabeth Stearns presented the administration's fundraising team's efforts at a streamlined calendar for the year. All fundraisers must be approved by this committee and uphold the values.

• **2009-2010 Annual Appeal Plan (Myron and Elizabeth)**

The Annual Appeal will begin in September this year and run concurrent with the school year.

• **Brand and Logo Project Status (Elizabeth)**

The logo was introduced at the back to school picnic. It is being incorporated into all print and visual media.



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• Fundraising Brainstorming Meeting and Proposed Criteria Worksheet (Elizabeth)

The criteria sheets were developed by the fundraising team as a way of making sure events upheld the values.

• Public Relations and Communications Strategic Plan (Committee)

The board is looking for a comprehensive communications strategy from the staff. This committee will be responsible for this goal.

• Partner with Parents Sponsorship Program

Sarah is working with Kathy Beyer on this project. It will be mailed out in August using the list developed through last year's survey.

• Review Minutes of Previous Meetings

Minutes were reviewed for the 6.29.09 meeting.

Public Comment

None

Action Items

• 2009-2010 Fundraising Calendar

A motion to approve the calendar was made by Erik Hebert, seconded by Jeff Werfel

• Approve Previous Meeting Minutes

A motion was made to approve the 6.29.09 minutes by Jeff Werfel, seconded by Erik Hebert

Future Agenda Items

None

The meeting was adjourned at 8:15 p.m.

How the work of this committee supports the Mission and Values of PCCS

Mission

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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Value Statements	
<i>Environmental Stewardship:</i> We respect the Earth and conserve, protect and restore the natural environment.	Use as criteria in overseeing communications, fundraising and public relations efforts.
<i>Ecological Understanding:</i> We believe the natural environment provides a fertile ground for creativity, wonder, inquiry and integrated learning across academic disciplines.	Whenever possible recyclable materials will be used for special events, communications and fundraising.
<i>Academic Rigor and Innovation:</i> We use effective and innovative teaching practices that result in consistently high student achievement.	Our unique teaching staff is part of our brand. Innovation should be shared through communication vehicles including website, newsletters and press releases. It is part of the responsibility of our charter.
<i>Partnering with Parents:</i> Parents are our children’s first teachers and their support and involvement strengthens our school.	Involve the parents in creating and supporting fundraising efforts while being sensitive to creating “fundraising fatigue.”
<i>Promote Personal Responsibility:</i> Our small school fosters an academic community where students, staff and parents are compassionate, just, caring and health conscious individuals.	Fundraisers must be sensitive to personal responsibility issues by measuring events against this value as criteria.

Respectfully Submitted,

Elizabeth Stearns, CPR&F Committee Chair