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# PRAIRIE CROSSING CHARTER SCHOOL



WHERE EDUCATION COMES NATURALLY

## Prairie Crossing Charter School

### Communications, Public Relations and Fundraising Meeting

Thursday, September 17, 2009

Approved October 5, 2009

The minutes of the PCCS **Communications, Public Relations and Fundraising** meeting held on **September 17, 2009**, 1531 Jones Point Road, Prairie Crossing Charter School, in Grayslake, Illinois 60030.

#### **Members Present**

Jeff Werfel  
Steve Achtemeier  
Elizabeth Stearns

#### **Parents and Guests Present**

Mitzi Schwabe

#### **Board Members Excused/Absent**

Michelle Chiodi

#### **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).

*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.*

1531 Jones Point Road  
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School Director: Myron Dagley  
Principal: Brian Greene

Visit us at [prairiecrossingcharterschool.org](http://prairiecrossingcharterschool.org)

## **Agenda Topics**

### **Discussion Items**

- Web Production Status (Eric and Elizabeth)
- Fundraising Project Status (Myron)
- Brand and Logo Project Status (Elizabeth)
- Communications Strategic Plan (Myron)
- Partner with Parents Sponsorship Program (Myron)
- Review Minutes of Previous Meetings

### **Discussion**

#### **• Web Production Status**

Elizabeth showed a prototype of the new homepage for discussion. Each menu item was gone through and suggestions will be sent to web designer for changes.

#### **• Fundraising Project Status (Myron)**

Discussion was held on feasibility of getting financial reports to the committee on fundraising projects. It is hoped that this will be resolved prior to the next meeting.

### **FY 10 Fundraising Calendar and Criteria**

It has been reported indirectly that our first three new fundraisers (bike race, Greenraising and Fun Fair) focused on offsetting the costs of the 8th grade trip to Virginia have both met our mission, upheld our values and raised more than our past fundraiser and it is only September! Thanks to our new events coordinator Sarah, Roz Diegan, Darin Minter and Mr. Greene's fun fair (which was fun!) and all the 8<sup>th</sup> graders and their parents who worked the events. Estimated funds raised are \$3,400.

Thanks also the administration fundraising team of parents, staff and administration who met all summer to work on this project to establish the calendar and coordinate new events.

Annual appeal will begin soon to coincide with the school year.

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

The logo is still being added to publications. Elizabeth will need to get jpgs to staff and admin from designer that include the sport team logos. A set of standards will also need to be developed as it is already showing up in formats it should not e.g. with a white background on a darker page.

Jeff Werfel offered to help turn the Fundraising Brochure into a powerpoint presentation that can be used with donors.

#### **• Communications Strategic Plan (Myron)**

Myron will be contacting Jeff Werfel to work with him on an outline for a strategic communications plan in time for next meeting.

### **Partner with Parents Sponsorship Program (Myron)**

Sarah spoke about the status of this program. To date we have several donations. Mitzi and Elizabeth offered to make follow up phone calls to businesses. Michelle Chiodi will be asked to as well.

### **• Review Minutes of Previous Meetings**

Minutes were reviewed, no changes.

### **Public Comment**

Mitzi Schwabe volunteered to join the committee.

### **Action Items**

- A motion was made by Jeff to approve the minutes, seconded by Steve.

### **Future Agenda Items**

Video next meeting on how to organize a point of entry event for donors  
Communications Strategic Plan  
Lake County Wellness Event Report  
Fundraising Status

### **Adjourn**

A motion was made by Steve to adjourn, seconded by Jeff.