

EST. 1999

PRAIRIE CROSSING CHARTER SCHOOL



WHERE EDUCATION COMES NATURALLY

Prairie Crossing Charter School
Communications, Public Relations and Fundraising Meeting Minutes
Monday, December 7, 2009
Approved, January 11, 2010

The minutes of the PCCS **Communications, Public Relations and Fundraising** meeting held on **December 7, 2009**, 1531 Jones Point Road, Prairie Crossing Charter School, in Grayslake, Illinois 60030.

Members Present

Elizabeth Stearns
Mitzi Schwabe
Steve Achtemeier
Barb Provost
Jeff Werfel

Board Members Excused/Absent

Eric Hebert

Parents and Guests Present

Geoff Diegan, Jennifer Ropke,

Staff

Myron Dagley, Sarah Kirsch, Stacey Gavin
and Dil Dybas

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)

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
Grayslake, IL 60030-3536

847-543-9722 Phone
847-543-9744 Fax

School Director: Myron Dagley
Principal: Brian Greene

Visit us at prairiecrossingcharterschool.org



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.

Agenda Topics

Discussion Items

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

Discussion Items

- Review of Committee Goals – The Strategic Plan Goals – Elizabeth Stearns
Discussion focused on direction set by the board at the strategic plan meeting held in the summer of 2009.

The committee will focus on the creation of a long term, sustainable fundraising plan, once established the committee will focus on execution and oversight.

The second priority for the year will be the development of a strategic communications plan that includes internal, external, PR and marketing and outreach. To begin the process a review of the Communications Taskforce Recommendations will be reviewed and updated.

- Overview of Prior Task Force on Communication Recommendation - Tabled
- Current Communication Plan – Tabled
- Discussion: Defining Fundraising Plan for PCCS – Elizabeth Stearns
- This was discussed in the strategic goal discussion.
- Website Transition Update – Tabled
- Eric was unable to attend meeting due to illness.
-
- Monthly Report on Fundraising
- Sarah K. provided a report on fundraising including a grant to the EPA and 11 other grants that she is planning to submit. The Annual Appeal is well ahead of the target. The

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.

EST. 1999

PRAIRIE CROSSING CHARTER SCHOOL



WHERE EDUCATION COMES NATURALLY

Partner with Parents Program will be a focus in January after volunteers are trained. Event costs are being reduced. Sarah K. will handle all correspondence regarding all fundraisers including Calling all Communities. She will provide a monthly report to the committee that includes a ROI report on each fundraiser. ROI initial results for Edible Harvest conclusion is that the school will no longer partner in this event, but will still host the Run on the Prairie.

Further discussion regarding fundraising focused on raising funds that are sustainable, that offset the current budget deficit (i.e. not creating new programs) and create new relationships, while nurturing old ones. The committee would like to see sponsorships sought for current programs.

- Review Minutes of Previous Meeting

Public Comment

None

Action Items

Approved Previous Meeting Minutes from October 5, 2009. Motion made by Jeff Werfel, seconded by Steve Achtemeier.

Approved Previous Meeting Minutes from November 5, 2009. Motion made by Mitzi Schwabe seconded by Steve Achtemeier.

A motion was made by Steve Achtemeier to adjourn, seconded by Elizabeth Stearns 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.

1531 Jones Point Road
Grayslake, IL 60030-3536

847-543-9722 Phone
847-543-9744 Fax

School Director: Myron Dagley
Principal: Brian Greene

Visit us at prairiecrossingcharterschool.org