

Committee Report – Development Committee

Date of Report: September 21, 2015
Submitted by: Dan Greenfield
Date of Last Meeting: September 19, 2015
Date of Next Meeting: October 17, 2015

Attendees: Linda LaFrombois, Geoff Rogers, Michael Waldman, Julie Christensen, Christian McGuire, Kate Tetmeyer, Dan Greenfield

Motions / Actions for Next Board Meeting

- Approve the Development Committee as an Ad Hoc Board committee for the 2015/16 school year, with the following membership: Jeff Ellerd (co-chair), Dan Greenfield (co-chair), Chris Rovn, Geoff Rogers, Liza Halverson, Michael Waldman, Julie Christensen, and Christian McGuire.

Meeting Notes

- Committee membership update: Julie Christensen will join the committee, and Liza Halverson will represent the NPTO in place of Samantha Fisher
- Linda provided an update on Give to the Max (Nov. 12th) promotional plans. Looking to increase interest levels with more photos on GtM website, email promotions, updated signage, etc.
- Dan discussed an idea to send a letter to the Nova community explaining why Nova is different from a traditional public school and why it is important to support Nova financial. The group gave feedback and felt this message would be useful and to communicate it via an “official” Nova email.
- Another marketing idea was discussed about sending a glossy oversized postcard to Nova families with key giving messages and key activities / dates.
- Group updates:
 - KRT: Looking to raise funds with Dick’s Sporting Goods. Lack of official non-profit status an issue. Would like to purchase popcorn popper and improve concessions, but lack of storage space an issue. Development priorities are creating a playing field and providing busing (1 way) to athletic events.
 - *Collegium Musicum Novae Music Support Group*: Demand for band continues to be high - last year about 80 students registered for band and paid \$679 per student (~\$50,000). Priorities for music development are to bring the program in-house and secure practice space. This is a complicated area that will require close partnership with administration and the board.
- Julie also mentioned that we should think about having a more structured alumni marketing effort as Nova has more graduates. One key success factor will be identifying the internal Nova owner of alumni relations.

- Linda has been updating the “Development” section of the Nova website. Please provide any feedback or ideas to Linda.
- We will continue meeting on the third Saturday of each month at 8:30am. Our next meeting is October 17th.

Committee Action Items

- Dan will draft a communication on the importance of development at Nova for review by the Group
- Investigate design and print resources for mailing a glossy postcard – Michael, Julie, Kate
- Dan to discuss with Jeff about asking the board to set development priorities before Give to the Max in November (ie, clarify the “ask” for our donors)
- Provide feedback to Linda on Nova Development website pages