

Meeting Minutes - October 10th, 2017

The weekly meeting of the Mission Support Team (MST) was held on October 10, 2017 at 4:30 p.m. in the library. The meeting was facilitated by the co-chairs of the committee: Mrs. Harty and Mr. Santifer.

In attendance: Mrs. Harty (via phone), Mr. Santifer, Mrs. Osborne (via phone), Mr. Schepps, Mr. Lambert, Mrs. Woods, Mr. Braun, Mrs. Andrew, and Ms. Faux.

Welcome and Introduction

Mrs. Andrew has joined the group as the Lower School Faculty MST representative. Mr. Santifer read the mission and vision of the school to officially start the meeting.

Update on Communication and Development

Mrs. Osborne gave a recap of the Communications and Development sub-committee meetings. Capturing and communicating our classical mission was a theme that came out of both meetings. She shared a document written by Mrs. Stewart, (a committee member), on “What is A Classical Education”.

Mr. Lambert discussed the importance of creating the ACA Mission Brief within the next month. This brief will tell the ACA story. Mrs. Osborne shared that it will have several versions, including a short, talking points document, a longer presentation, and a video.

Two small communication campaigns will move forward- “Did you know?” and a “We Are ACA” campaign, which includes profiles of faculty, staff, parents, students. The communications committee agreed to adopt a style guide, likely to be based on the AP style guide with some modifications for ACA.

The Development Committee met on Thursday, October 8th. There were 16 people in attendance and the group includes subject matter experts and grade level reps. ACA Board Chair Matthew Kirby and ACA parent/architect Jerry Spangler were also in attendance. The development committee discussed the mission and vision of the committee; both short term needs and long-term plans/”vision on a hill” of the school; the roles of committee members and possible subcommittees.

Mrs. Osborne shared her thoughts/preliminary plans to launch the both the Annual and Capital campaigns shortly after Thanksgiving, in an effort to maximize matching gifts by employers of donors by the end of the year. Several members of the MST agreed with the timeline of the launch. To this end, the communications committee will need to develop campaign materials ready for the launch.

Accreditation

Mr. Lambert spoke about the need for the MST and extended stakeholders (including Faculty Chairs and members of Student Services) actively begin working on the deliverables that the school is required to submit to as part of the accreditation process. The team decided to schedule its first work session to begin to work on one such deliverable, the school survey. In lieu of a regularly scheduled MST meeting, the facilitate work session is scheduled for Monday, October 16th at 3:30 p.m. Ms. Faux agreed to assign tasks and responsibilities, set up a shared drive to house all materials and documentation needed for the process, and create a matrix to track the groups progress.

Update on Athletics

Mr. Santifer and Mrs. Harty provided an update on a meeting that they had with co-chairs of the PTCA Athletic committee to clarify the assigned roles of the committee and address outstanding issues/concerns.

Mrs. Harty also discussed the importance of the ACA community increasing its support of student athletes at/during their games, including the idea of encouraging grade level outings to sporting events.

Furthermore, the MST will need to follow-up with the Athletic Department on developing a strategic/communication plan to effectively and persuasively communicate the goals and vision of the Athletic department.

Next Meeting

- Date and Time:
 - October 16th at 3:30 p.m. in the library.
- Agenda:
 - Work session with MST, Faculty Chairs, and selected members of Student Services to work on documentation required for the accreditation process