

PLCS Marketing Paula Cohen (SSV Parent)

1. There are some models already of effective foundations fundraising for multiple schools although none that just fund a small group of schools within a district and none that match nicely to our demographics (Kiddo-Mill Valley and Peidmont Educational Foundation)
2. These models reach out to business and parents and community members with superior communication.
3. These models have ingrained the schools fundraising into every facet of the community
4. Next Steps for PLCS:
 - A. Collaboration of committees to determine what exactly we want to fundraise for
 - B. Determine how much money we need
 - C. Determine what work needs to be done
5. Needs:
 - A. Marketing expertise
 - B. Graphic design/web design expertise
 - C. Public relations expertise

Subcommittee updates:

1. Learning Environment Marvin Estrin

- A. “Traffic issue sound off “ on PLCC website to voice concerns
- B. New crosswalks put in at Correia

2. Finance Teresa Drew

- A. Tax id number was received
- B. Next step is filing for our non-profit status. This requires a \$300 filing fee and an extensive application. Teresa will fill out app.

3. Learning Communities Christy Scadden

No oral report

4. ICT Matt Spathas/Scott Irwin

- A. Research being what company is offering the “best of class provider” for online curriculum, best online assessment, best content
- B. Changing the teacher/time per student ratio. If an excellent online curriculum/assessment can be found then this ratio can be improved, teaching improved and student learning improved.

5. Marketing Vicki Moats

Nothing new to report

6. Go Green Nicole Burgess

- A. Continue to need go green contacts from all schools but SSV, LP and OB.

Meeting adjourned at 8: 33pm

Minutes respectfully submitted by Shelli Kurth