



Parents ● Teachers ● Community

IACA Meeting Minutes

Date: September 20, 2017

Location: IACS Library

In Attendance: Jo Anne Frazier, Michelle Balbat, Caitlin Theriault, Heather Landis, Kelly Ash, Angela Caputo Griswold, Faby Kelley, Tanya Hillier, and Greg Orpen.

Call to Order: 7:00pm, Jo Anne Frazier

- 1) Introductions: People went around the room and introduced themselves, their involvement with IACA, and indicated their child(ren)'s grades.
- 2) Welcome: Greg Orpen:
 - a. Reflections on last meeting: Thanks for the new patio tent and composite hexagonal tables. A positive uptick in classroom usage of the space was noticed! Idea for future: possibly adding industrial game tables (chess, etc.) for increased community building.
 - b. Thanks to IACA for the Ice Cream Socials which went well and were well attended and also for the welcome back luncheon for the staff.
 - c. Heather Landis expanded role: Heather now leads IACS Fundraising efforts in a separate but collaborative role with IACA.
 - d. Thoughts on the current global catastrophes and ways we can help: In particular, Hurricane Harvey: Greg connected with a high school in Houston that reported a need for composition notebooks. Greg thinks this would be a good community service project. There was talk of ordering through a vendor local to Houston to save on shipping costs and help the local market.
 - e. IACS 2025: hired facilitator-led, two-day event in November for stakeholders, parents, staff, board members, and outside community members with different perspectives to set objectives for strategic plan. Decided on an eight-year plan as a time frame where participants would be able to see impact—a visible timeframe. This will be an open, public event scheduled for Friday and Saturday, November 10 & 11. Thought was put into the timing of the event—wanted to hold it when school was in season, mid-season, but also be able to use IACS as the venue. Nice to talk about school in the school itself. Friday the 10th is Veterans' Day Observed. For those who volunteer, a full two-day commitment is necessary for continuity. For volunteers with a smaller window of time, however, there are other volunteer opportunities: registration, setting up refreshments, etc. Anyone interested in volunteering time should contact Greg at gorpen@innovationcharter.org.



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- 3) Intro of IACA Board: Jo Anne: Introduced new Board and position holders.
- | | |
|----------------------------|------------------------|
| a. President | Jo Anne Frazier |
| b. Vice President | Cindi Hevner |
| c. Secretary | Angela Caputo Griswold |
| d. Treasurer | Sarah San Clemente |
| e. Publicity Coordinator | Michelle Balbat |
| f. Volunteer Coordinator | Seema Singh |
| g. Fundraising Coordinator | Bernadette Baird |
- 4) Wrap Up: Jo Anne:
- Welcome Back Luncheon was the same day as high school Ice Cream Social. Jo Anne and Sarah coordinated food, beverages, and desserts for staff luncheon. They looked at Pinterest and made school-supply cakes, etc. Very well received by staff, and there was an enthusiastic response from meeting attendees that IACA helped the staff in that way.
 - Ice Cream Socials were a success. Well organized and ran smoothly. Having coordinators as runners to check in on volunteer needs (more ice cream, whipped cream, etc.) made sense. And thanks to good note-taking in prior years by Bernadette, they bought an almost exact amount of ice cream! In addition, Karen Drake has walk-in freezer operational again—good news for Embrace Winter social.
- 5) Upcoming Events: Jo Anne:
- Dances: Faby met with Jo Anne and has heads up on what to be done. Reaching out for volunteers in this week's *Hawk*. Flyers to be done. Grades 5/6 dance last year was low on pizza. CORled volunteers needed.
 - Open Houses (formerly Info Sessions): By enrollment office for prospective families to come and check out IACS. Sunday, November 5 is the first High School Open House. IACA provides refreshments—cookies and water. Need someone to set up and clean up. Event runs from 1pm to 3pm. Someone needed at 12:30 to set up, and another person needed at 3-3:15pm to clean up.
 - Pumpkin Run 3k: Heather:
 - Thursday, October 26, race starts at 4:15. Very excited about 3k trail run with spooky surprises. Entry fee for runners who can run in costume if they want. The run will have a free official chip timer. Hoping for this to be an annual event. There will also be a fun run/walk with music food, corn hole, trunk or treat. Giveaway of bright-orange drawstring bags with IACS on them.
 - Looking for Captains for different areas:
 - Trunk or treat: Caitlin and Kelly
 - Food Area: Bakes potatoes, apple crisp.
 - Corn Hole: (possibly Jessica, Caitlin and Kelly's friend)
 - Registration:
 - General Assistance
 - Website to go live this evening:
<https://www.innovationcharter.org/pumpkinrun/>



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- d. Fall Festival: During the day, different day, student-government run.
- 6) Fundraising: Bernadette:
 - a. Publicized through *Hawk*, social media, flyers
 - b. Yankee Candle: Annette doing Yankee Candle. Last year made profit of \$5,113! Online sales have started. Flyers with scratch and sniff going out soon. Catalog sale runs from 09/29 through 10/13/2017.
 - c. Dining for a Cause: tried to spread it out through community towns. Want to have raffle baskets at each event. Heather donated first basket. Look for other raffle basket donations after first event. Table set up for IACA presence.
 - i. Tavern in the Square—Lowell
 - ii. Owen & Ollies—Dracut
 - iii. 99—Tewksbury
 - iv. Flatbread—Burlington
 - v. Bertucci's—Chelmsford
 - vi. Not Your Average Joes—Nashua
 - d. Box Tops: Bernadette: contests through advisories and students
 - e. Scripts: Gift Card Fundraiser, thinking November and April/May as times when people more likely to buy gift cards.
 - f. Brother's Pizza: looking for an IACS loyalty arrangement.
 - g. Student-led fundraising efforts: carnation sales and the like. Would like to find ways to get students involved with fundraising activities directly. Different student groups do this already. Is that enough?
- 7) New Business
 - a. Ask Me Why? Campaign: Have IACA Board and volunteers wear "IACA, Ask Me Why?" buttons to spark discussions on the value of volunteering.
 - i. Motion: Heather moves that we order 2 dozen IACA Ask Me Why buttons. Angela seconds the motion. All in favor. None opposed. Motion carries.
 - b. Volunteer Tee Shirts: Volunteer once, get an IACA tee shirt. Show IACA pride and involvement. Elicit interest. A community member named Chris has a shirt printing company. Looking into that.
 - c. PR Plan: Michelle
 - i. Presented IACA Publicity and Marketing Guidelines and Schedule (attached).
 - ii. Discussed Publicity and Marketing Plan (draft attached).
 - 1. Video promotions: Discussion of using video clips from events to promote event and IACA. Develop excitement for the event for following years and use as promos for subsequent years. The vision is to take small snippets of video clips and post them where the community can view them. Videos versus still images—videos speak volumes. You Tube Channel: Discussion of whether IACS/IACA has/should have a You Tube channel to build a sense of community and "show people themselves." Snap Chat: Discussion of getting an IACA



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filter to use Snap Chat to promote IACA. Thoughts that students would not want IACA on Snap Chat.

- a. Privacy Issues: A discussion ensued about concern for privacy issues and getting consent for videos and images to be shared as envisioned above.
 - b. Discussion on You Tube and Snap Chat was tabled given the time constraints—meeting running late.
 - iii. I Am IACA: Help to identify self as a member of the community.
 - iv. Meet IACA: Profile an IACA member each month. Perhaps as a Volunteer of the Month campaign. Recognize people's involvement.
 - v. Content Delivery Management: Discussion about putting out more interesting and fun material to show that IACA is more than fundraising. Try to get more contributions.
- 8) Open Committee Chairs for 2017-2018:
- a. Hospitality (baked goods)
 - b. 8th grade move-up
- 9) Next meeting Wednesday, October 11, 2017, 7PM.
- 10) Adjourn: 8:42pm

Respectfully submitted,
Angela Caputo Griswold, IACA Secretary
c. 857-523-9053
acaputogriswold@yahoo.com

IACA Publicity and Marketing Guidelines and Schedule

Content management:

Publicity and marketing materials will be maintained in a shared Google Drive folder, accessible to all board members, found [here](#). The directory will contain subfolders for approved graphics, proposed, approved, and denied content. Publicity will communicate any status changes for the managed folders to members of the board.

Hawk bullets:

Individuals and groups who wish to share information through IACA bullets should submit content to the publicity coordinator at michelle.balbat@gmail.com no later than **noon on the Thursday prior to publication.**

The publicity coordinator will edit bullets as necessary to ensure “newness” of content weekly, even if we are promoting the events from week to week. This encourages readership, develops of the “voice” of the organization, and enhances the visibility of IACA.

Publicity will submit Hawk bullets weekly **by 8 a.m. on the Friday prior to publication** via email: mainoffice@innovationcharter.org with copies to the board at iaca@innovationcharter.org and head of school, gorpen@innovationcharter.org.

Social Media Accounts:

Facebook: IACA page: <https://www.facebook.com/iacatyngsboro/>

Instagram: IACA_Tyngsboro

Twitter: IACA_Tyngsboro

YouTube?

SnapChat?

Any community-building social posts and tweets (links to parenting articles, graphics, etc.) will be reviewed by the board for consensus prior to publication.

Flyers and print materials:

All publicity flyers should be reviewed by at least two non-author board members for accuracy of content and proofreading to ensure quality.

Innovation Academy Community Association
(PROPOSED) Publicity and Marketing Plan (DRAFT)
2017-2018

VIDEO

Publicity will assign/plan recording of authorized footage of every IACA-sponsored or attended event throughout the year.

Footage will be uploaded to a shared folder on Google Drive for stock to be used in specific promo videos shared socially on our media channels.

“I AM IACA”

As we start the year, we have a wave of new students and families who’ve joined our community and have no idea who we are and what we do. Seeing is believing.

In August 2018, we will compile an “I AM IACA” video from footage shot throughout the previous year. The video spot will feature the faces of IACA (students, parents, faculty) engaging with our school community in the many activities we sponsor and attend throughout the year.

Prior to the start of school, we will post the video to our YouTube channel and have a social media sharing contest where every view/like/share earns the participant a raffle entry in a contest where a winner will be determined at the end of September. IACA board will determine prize and we can track how many people our video has reached.

“MEET IACA”

In further expansion of the I AM IACA initiative, we will introduce people to specific members of our community.

Once a month, we will create a short profile on one of the familiar faces of IACA and share to FB, for the purpose of helping new people associate a face with a name and learning about the subject’s involvement.

This will promote approachability and friendliness of our board and prominent contributors and allow members of the community to identify common interests with other members.

EVENTS

One month prior to major events (that people anticipate), Publicity will meet with subcommittee/chair to establish the promotional activities and schedule of release, including, but not limited to:

- Hawk submission
- “Event” creation on FB
- “Stories” on Instagram and Snapchat
- Flyers for posting around school and sent home
- Tweets
- FB posts
- Community sandwich board

Major anticipated events include:

Ice cream socials

Middle school dances/socials

Book fair

Embrace Winter

Casino Night

Spring dances

Scholarship committee*

Eighth grade semi-formal*

Last bash*

Graduation reception*

Year-end barbecue

*Publicity will be focused on gathering volunteers and donations more than on participation, as these events have an attendance that is limited to specific groups.

T-SHIRTS

We are our own best advertisement. Pending board approval, publicity proposes for IACA to purchase shirts labeled with “I AM IACA” and additional shirts noting board members. Shirts will be distributed to anyone who volunteers their time on behalf of IACA.

We can also run a social media “contest” where people who’ve received their shirts post a picture of themselves wearing the shirt along with a stock post: “I’M IACA. Like my shirt? Ask me what I did to get it!” which will encourage conversation and emphasize that no amount of volunteer time/involvement is too small to be part of our organization.

SOCIAL MEDIA

IACA is recognized with the following user names on each account:

Facebook: IACA page: <https://www.facebook.com/iacatyngsboro/>

Instagram: IACA_Tyngsboro

Twitter: IACA_Tyngsboro

YouTube?

SnapChat?

Power users will be established for posting to each channel on IACA's behalf.

CONTENT MARKETING

Content delivery should be geared not only toward publicity for upcoming events, but also toward community building. If we create an online presence that emphasizes “we’re all in this together” then our social audience will begin to look forward to our posts and view us favorably.

Content can include articles/images on parenting, homework, healthy families, time management, seasons, etc. Additional content in support/recognition of school groups (sport teams, student projects, charity initiatives, clubs and special interests) is also welcome to emphasize how we are one school community.

Individuals/groups who wish to share news with IACA should send an email to publicity at michelle.balbat@gmail.com and we will arrange for your blurb to be posted.

IACA SWAG

The availability of IACA swag should be promoted so that people intending to purchase swag can come prepared with the funds to do so. Swag is not available at every event; thus, when it is available we should let people know ahead of time. This can be done via Hawk announcements, FB posts and tweets.

We should also think about offering specific swag at specific events: Blankets at cold track meets/soccer games/invitationals, water bottles/coffee mugs at back to school luncheons and ice cream socials etc.