

**Minutes of the WEEFC Board Meeting
October 4, 2022, 9 a.m., Case House**

ATTENDEES

Board members	Kate Dickie (chair), Cassie Bordeau, Emily Golin, Ashley Hanser, Cara McGrath, Taylor McIntire, Vidya Naru, Angela Rostami, Fang Wang, Laura Wilson
Administration	Kimo Carter, Assistant Superintendent for Teaching and Learning
School Committee	Ken Newberg (chair), Jeff Lucas
PTO	Gail Palmer (president), Stephanie Goldstein

BUSINESS

1. Introductions

- a. Moving around the table, all attendees introduced themselves.
- b. Ken congratulated the committee on a successful fall fundraiser on Oct. 1, recognizing the tremendous amount of work that went into planning and executing it.
- c. Gail reported that volunteers are needed (in priority order) for the PTO's Membership Committee, Performing Artists and Authors Committee, and STEM Committee.

2. Grant Discussion by Kimo Carter

				10/4/2022
TO:	School Committee			
FROM:	Kimo Carter, Assistant Superintendent for Teaching & Learning			
RE:	Request for Approval of WEEFC Grants			
Account No.	Applicant(s)	Project Description	School	Amount
823-801-23	Janet Kresl-Moffat	Headstarting Turtles	High School	\$1,000.00
823-802-22	Susan Erickson	Kindergarten Tools of a Science Writer	Woodland	\$2,000.00
823-803-22	Susan Erickson	Case Campus Immersive Grade 3 Native Peoples of New England	Country & Woodland	\$8,000.00
823-804-22	Jennifer Parkhurst	Archeological Excavation for Grade 6 Social Studies	Middle School	\$2,000.00
823-805-22	Yino Wang & Karen Rietze	K-5th Grade In-Person Visiting Authors	Country, Woodland & Field	\$13,600.00
			Total Grants	\$26,600.00

- a. Kimo reviewed the five grant requests totalling \$26,600. All of the grants, except for the one related to Kindergarten Tools of a Science Writer, have been funded by WEEFC in previous years. Some notes about specific grants:

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- i. The Headstarting Turtles grant has been funded for several years, and it was recommended that while the grant be approved this year, the funding be incorporated into the district's curriculum in future years.
 - ii. In previous years, the PTO submitted multiple grant requests for in-person author visits in the schools. This year, the PTO consolidated them into the one request under consideration today.
- b. Kimo said that Patty Ferguson had identified funds (~\$4,500), approved by WEEFC last year, for professional development that went unused. Kimo recommended using those funds this year to pay MIT for training related to the new maker space in Field School. The committee responded favorably to that recommendation.

3. Treasurer's Report by Cara McGrath

- a. Cara presented the financial results of the Oct. 1 fall fundraising event. Net proceeds were \$104,451, the largest amount in recent years for a WEEFC fundraiser.
- b. Cara then shared a four-year history of WEEFC's fundraising results. She made the point that while last week's fundraising event was extremely successful, the proceeds won't be sufficient to cover all of the anticipated grant requests of \$125,000 to \$130,000 that WEEFC has historically received each year. Cara said that we should actually expect more grants this year than last year.
- c. The committee then discussed the challenges of communicating to the school community about the great success of the fundraising event while also highlighting the continuing need for additional donations. In previous years, several families made five-figure donations to WEEFC, but their children have now aged out of the schools. We discussed whether there are other families that may serve that purpose.
- d. We also discussed the need to build stronger awareness of the grants that WEEFC approves. As an example, the white boards in the Middle School's math classrooms could be branded with WEEFC stickers.
 - i. It was suggested that PTO school chairs could include grant information in their emails.
 - ii. Several elementary school teachers post on Instagram, and their posts could include references to WEEFC's support.
 - iii. It was suggested that future WEEFC communications should mention larger, anticipated projects as a means of generating interest in donations.

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4. Chair Report by Kate Dickie

- a. *Grant cultivation.* Kate said that she would shift some of her attention to cultivating grants. One of her first actions will be to send an email to teachers that both raises awareness about the fundraiser's success and solicits grants. She observed that many teachers have not thought about WEEFC as a resource, and others may be intimidated by the grant-application process.
 - i. It was mentioned that parents don't understand the process.
 - ii. It was also mentioned that we need to get engage more strongly in back-to-school nights next year, encouraging teachers to appeal to parents for WEEFC donations.
- b. *Oct. 1 event recap.* Kate said that she is getting a lot of positive feedback from attendees about the fundraiser. She is also seeking feedback, in particular, from Dan Green and the Community Center. She is also receiving positive feedback from sponsors, with one already expressing interest in a sponsorship next year.
 - i. Some metrics
 - 1. We tracked 440 supporters logging into the system to bid online; Emily mentioned that WEEFC's Constant Contact database has 4,500 subscribers, so there's an opportunity for greater penetrations of that base in future years.
 - 2. We sold 270 tickets, and ~220 attendees checked in.
 - ii. As to specific observations and recommendations for future events:
 - 1. The food trucks went really well. The committee was initially concerned about lines of attendees at the trucks, but that concern didn't materialize. In future we should make napkins out at the tables, not just at food trucks.
 - 2. Kate received feedback that it was too loud in the back of the tent. It was recommended that we should have a screen featuring auction items. Cara also recommended adding a line item for an AV technician.
 - 3. Cassie mentioned an acquaintance who is a large-event planner who would like to provide feedback.
 - 4. Emily recommended that each person involved in event organization to document their learnings for future reference.
- c. *Initial thoughts about the 2023 primary fundraising event.* Kate mentioned that many organizations take a year off when organizing major events. For WEEFC next year, it may mean that the event won't include a complex auction; it will perhaps be something more family oriented (e.g., a carnival or road race) or one that has a competitive or gaming aspect. Because of the volume of fall fundraisers in the community, it was recommended that we schedule the event

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closer to the start of the school year, preferably before Land's Sake event. The down side is the difficulty during the summer in sourcing and organizing volunteers to support the event in early September.

- d. *Trunk or treat, Oct. 28.* Kate mentioned that WEEFC has typically gotten an invitation to participate, and a representative from the committee hosts a truck. It was mentioned that an invitation is forthcoming. Kate asked that if anyone has interest in hosting WEEFC's trunk, send her an email. The event organizers will provide guidance on the appropriate types of edibles.

5. Vote on grants

- a. Kate recommended a motion to approve four of the five grants without conditions: headstarting turtles, kindergarten science tools, archeological dig, and visiting authors. Emily moved, and Cara seconded. All members voted in favor.
- b. Kate recommended a motion to approve the Case Campus immersive G3 experience on the condition of receiving more information. Emily moved, and Cara seconded. All members voted in favor. Kate will seek clarity from Susan Erickson on why G3 is no longer going to Plymouth and the financial impacts of that decision.

6. Approval of minutes of Sept. 6, 2022 meeting

- a. Emily moved to approve the minutes. Cara seconded. All approved.

NEXT MEETING

November 1, 2022, 9 a.m. at Case House.

WEEFC supports innovative and creative grants that enrich the learning experience beyond the regular school budget.