

**WEEFC Board Meeting
October 20, 2020
9:30 am (via Zoom)**

Present: **Board Members:** Dickie, Taylor, Golin, Covington, McGrath, Hanser, Augustine
Administration: Carter (Assistant Superintendent for Teaching and Learning)
School Committee: Muzila
PTO: Rassiger

i. Grant Discussion & Vote

Grant request for Video Capture Cards made by Connor DeBiasi for filming athletics/sporting events at the High School. Cost is \$595.07. While the grant application was stated as athletics, Kate spoke with Connor to understand more about the usage. The video capture cards can be used more broadly at the high school – theatre, concerts, student council, speeches, meetings – not solely athletics. They are trying to work on school spirit in the high school and this will help for students that can't attend. Discussion about how to possibly allow WEEFC branding on the videos – “sponsored by WEEFC” to help get the word out. Board members asked a few questions and Kimo responded appropriately. A motion to approve the Grant was presented and members in attendance unanimously approved. (Voted in favor: Dickie, Taylor, Golin, Covington, McGrath, Muzila, Hanser, Augustine)

ii. Treasury Report

Kate Dickie and Cara McGrath updated the board that we met, and exceeded, our goal for the air purifier initiative and are currently around \$82,000. Charitable checks are still coming in as the charitable giving process takes longer. WEEFC branded the campaign generally enough so that the coverage will be unrestricted. The overwhelming response resulted in the largest number of small donations that WEEFC has received in some time and it accounted for a large number of new donors or donors that had not given to recent campaigns.

iii. Chair Report

Thank You Letter Update

The Board has signed and mailed 278 letters to donors of the air purifier campaign and/or the auction.

iv. Board Discussion

Communications/Systems

The integration between the “master” communications data, Infinite Campus, Webtrac, Constant Contact and Little Green Light is extremely cumbersome and unreliable. In order for the WEEFC to have the correct mailing lists and family information for communications and solicitations, data needs to be updated by WPS families, managed by WPS and integrated into the different communications and data management systems. Much of the work is manual rather than automated and comes from multiple different platforms. The different groups working in support of WPS all have their own unique systems and most likely are all using different platforms to perform communications tasks. It might be helpful to do an audit of these systems to see if there is a more efficient way to execute the needs of the different groups to eliminate the challenges and time required to complete necessary tasks. Alyson to talk with Lee to begin the conversation.

End of Year Fundraising Plan

The board began discussions about end of year fundraising and the right approach for this year. Kate will reach out to board members independently to have a working call. The board discussed that it would be good to have a list of priorities from the faculty/administration to identify the current urgent needs. The community responded to a specific need in the air purifier campaign and based on this, the board discussed it is likely the community will be more inclined to give to specific causes, rather than general funding, at least for the near future.

It is WEEFC's 35th Anniversary Year – Discussion about how to celebrate, raise awareness of the mission and fundraise around this milestone.

v. Approve Minutes

A Motion to Approve the Minutes of the meeting on September 20, 2020 was presented, and members in attendance unanimously approved. (Voted in favor: Taylor, Golin, Dickie, Covington, McGrath, Muzila, Hanser, Augustine)

Next Meeting: November 17, 2020 at 9:30am (via Zoom)

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