

**WEEFC Board Meeting
November 16, 2021
9 a.m. at Case House**

Present: **Board Members:**
Dickie, Wang, Hanser, Taylor, Bradner, Golin, McGrath (via Zoom)
Administration:
Carter (Assistant Superintendent for Teaching and Learning)
School Committee: Newberg
PTO Representatives: Palmer, Trodden

Grant Discussion & Vote

While there were no formal grants presented for a vote, Dr. Carter discussed the following grants that were in the submission process and will likely be presented soon for Board approval.

- 1) Tuba purchase request from Chris Memoli for \$7,500. Weston Public Schools currently own 4 tubas. Chris Memoli is requesting funding to purchase a new tuba to support growing interest in this instrument. This is a long-term investment. Historically, new instrument purchases have been funded by WEEFC. Dr. Carter disclosed that if WEEFC is unable to support the grant request, it will have to fit into next year's school budget. While this is a significant financial request, this would be the only WEEFC grant request for the music department this year. The Board discussed our long-standing relationship with the music program and our desire to continue our support. The formal grant should be ready for the 12/14/21 meeting.

- 2) Field School Innovation Center grant request by Dan Green. (Cost TBD, likely \$20-\$40,000). This space would be similar to the Maker Spaces at Country and Woodland Schools. The idea would be to create a dedicated space where 4th and 5th graders could experiment with engineering and design through curriculum related projects during classes, in clubs, and/or other use of the space before and after school. There is an obvious tie to the Science curriculum and coding clubs, but there would be ample opportunity to use the space for other innovative collaborations. The grant request would likely include items such as laser printers, coding equipment, tables, cabinets, and other such equipment and furniture to build out the space. Dr. Green is likely to have the grant ready after Thanksgiving, and the goal would be to have the space ready for the 2022-2023 school year. The Board discussed the incredible potential for learning and exploration created by these spaces and the many opportunities it creates for fundraising. While the Field School Innovation Center would be a large investment, WEEFC could stage the spending for the grant. Ideally, it would be great to have a family fund a large seed for this space.

- 3) Weston Middle School Innovation Center grant request will likely be presented in the future by John Gibbons.

Treasurer's Report

Cara McGrath noted there was no material update since our last meeting. Donations year-to-date outside of Principal for a Day total \$1,000. She also noted that while grant money approved to date exceeds that of funds raised, WEEFC had a \$7,000 surplus from last year. The Board feels comfortable using about 5% of reserves if needed.

Principal for a Day Fundraiser

In total, the fundraiser exceeded donation expectations for a total of \$5,290 collected. The winners were drawn successfully through an online raffle generator. Images and videos of the winning students at Country, Field and Woodland were emailed to those school populations respectively.

Winter Appeal

Plan:

The fundraising goal for the winter 2021 appeal is to raise \$80,000. (WEEFC generally spends approximately \$120,000 on grants annually.) An initial Constant Contact email is scheduled to go out on Giving Tuesday, November 30, to launch the campaign. Key points include that WEEFC is focused on community participation, and messaging will include specific examples of what WEEFC funds. Each week of the campaign, an email with a slightly different focus will be sent via Constant Contact. Because Webtrak no longer exists, Cara McGrath is working to create a WEEFC PayPal account with a QR code. The emails will list the following methods for donating: Venmo handle and QR code, PayPal account and QR code, and the option to send a check. We will keep track of participation by school and the winning school will win an allergy-friendly ice cream truck visit for their school.

Tracking and Marketing Efforts:

Without Webtrac, there is a larger amount of spreadsheet data entry to track. Meredith Taylor will work with Kate Dickie to track school participation daily. Dr. Carter will ask Midge Connelly to send an email to the entire WPS community in support of WEEFC and the campaign. Kate Dickie will ask Chris Memoli to help reach out to the Weston music community in support of the campaign. Fang Wang will help reach out to the Asian community. Ashley Hanser, Meghan Covington and Jennifer Bradner will work on physical promotional efforts, such as a Weston mascot with a QR code in the car line. There will also be a WEEFC word search circulated with mention of the ice cream truck prize.

Approve Minutes

A motion to approve the minutes of the meeting on October 19, 2021 was presented and all members in attendance unanimously approved. (Voted in favor: Dickie, Wang, Hanser, Taylor, Bradner, Golin, McGrath)

Next Meeting: December 14, 2021, at 9 a.m. at Case House.

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