ISL Marketing & Development Committee
Monday, Oct. 8
4 p.m.
School Library
1400 Camp Street

MINUTES

Present:
Board: Scott Aiges (chair), Grant Ligon
Administration: Sean Wilson, Pam Stewart

Votes taken: none

1. Committee Meeting Schedule
    a. No agreement yet on regular day of the month to meet
    b. Next meeting set for Nov. 15, 4 p.m.

2. Committee Membership
    a. Board members
        i. Scott Aiges will serve as chair, Grant Ligon as committee member
        ii. Will ask Karen Dwyer to remain as member
        iii. Will assume Marc Rosenblum will withdraw due to Academic Committee responsibilities.
        iv. Pam will attend as staff liaison; Sean will attend as E.D.
    b. Discussion of a half-dozen potential members from prospective board recruits and community members.

3. Committee Goals
    Discussion of broad goals in line with long-range plan:
    a. Fundraising
    b. Marketing
    c. Community Outreach
        i. Supports fundraising and marketing
            1. Create links to external community with events, media
            2. Promote communication within ISL
                a. Partner with FTCO
                b. Support Administration

4. Marketing & Fundraising Tools
    a. List of Projects for Funding – exists, will distribute
    b. Press Kit – exists, will distribute
    c. Video – in development (Pam and ISL parent)
        i. ISL parent offering to assist
    d. Internet
        i. Online payments

            1. Can now accept credit card donations via PayPal; will establish commercial account
            2. Developing online store for merchandising
            3. ISL payments (lunches, activities) online
    e. Membership organization
        i. Discussion of creating a “Friends of ISL” or patrons organization with various membership levels and premiums
            1. Aids community outreach and small donations

5. Fundraising Prospects
    a. World Trade Center
    b. Consular Corps
    c. Others

6. Events & Initiatives
    a. School Tours – will continue
    b. Lectures – will restart in January
    c. Fundraising Events
        i. Refrigerator Art
            1. Aiming for March
            2. Looking at venues
    d. New proposals:
        i. Spelling Bee
            1. Will consult with Academic Committee and Principal
                a. Would have to fit with curriculum, preparation
                b. Conform to established methods and standards
                c. Find right date or event toward end of school year
        ii. Parent Meetings
            1. Increase communication between parents, Administration and Board
                a. Will propose that FTCO general meetings include presentations from or Q&A’s with Admin and Board reps
                    i. Could encourage attendance at FTCO meetings
                    ii. Would avoid adding new meetings
        iii. “Open School” Days
            1. Encourage parents to visit classes
                a. Improve communication
                b. Promote volunteerism
            2. Concerns:
                a. Not something we’re used to doing
                b. Potential to disrupt classes, schedules
                    i. Admin to consider gradually implementing