

CMES Communications and Development Committee
Minutes - Regular Meeting
3-15-18

Present: Melissa Santrach, Amanda Cina, Chris Bewell
Absent: Loralee DiLorenzo

1. Loralee has met with Trisha to identify potential foundations to tap for funding. Possible collaboration with MCM/CMS is being explored.
2. Reviewed open and click-through rates on our newsletters. The last newsletter had an open rate of 36.5% and a click-through rate of 8.8%. The most popular link clicked in the email was General Information for the new Head of School search.
3. Amanda will continue to tweak the format of the newsletter as needed. She moved the "Donate" button to the bottom to make the email more of a newsletter and less of a solicitation.
4. We discussed our decision to not push the small Amazon Smile promotion out to our mailing list. We all agreed that this promotion would have had little, if any, financial benefit. It could have had a *negative* effect, resulting in unsubscribes, because it would have been a lot of noise for very little benefit to the school.
5. Liz welcomed two officers from Sunrise Bank to our March 1 Discover Cornerstone event. They were very impressed with our school.
6. Our next Discover Cornerstone event will be on April 19. We have 5 guests committed, and a few more possible attendees.
7. We are collecting links to interesting Montessori articles, info on trauma-informed schools, SB mental health, etc to put in a summer newsletter - just to keep people connected to Cornerstone over the summer.
8. Amanda will put our docs on a Google Drive. This is where we will find our supporting resources and reports going forward.

Respectfully submitted by Melissa Santrach, Chair, Communications and Development Committee.