

West Chester Area Education Foundation

Meeting Minutes

March 16, 2011

Call to Order:

Dr. Scanlon called the meeting to order at 7:43 a.m. In attendance were:

James Scanlon	Suzanne Moore
Richard Parsons	Christine Woods
Rob Partridge	Donna Ross
Martha Carson-Gentry	Sue Tiernan
Irene Benjamin	

Approval of the Minutes:

A motion was made Dr. Parsons to approve the minutes of the February 16, 2011 West Chester Area Education Foundation meeting; seconded by Ms. Carson-Gentry. The motion passed unanimously.

Approval of the Treasurer's Report:

A motion was made Ms. Woods to approve the Treasurer's Report, as submitted; seconded by Ms. Carson-Gentry. The motion passed unanimously.

Old Business:

1. *Kick-Off Event Planning Update:*

- Venue – Chester County Historical Society
- Date and time – March 31, 2011 at 7:30 a.m.
- Overview of the program
 - 7:30 – 8:00 - Breakfast and Introductions (Dr. Jim Scanlon)
 - 8:00 – 8:20 – Student Speakers – “Internships with Businesses”
 - 8:20 – 8:45 – Keynote Speaker, Robert Wonderling, CEO, Greater Philadelphia Chamber of Commerce
 - 8:45 – 9:00 Closing Remarks (Ms. Kim Hall)
- A sample of the brochure for the kick-off breakfast was provided for review.
- Corporate sponsors as of March 16, 2011:
 - Keystone Federal Credit Union
 - Unruh, Turner, Burke, and Frees
 - Citizens Bank
 - Fulton Bank
 - Franklin Mint Federal Credit Union
- Student Involvement
 - 4 Henderson students will be serving breakfast
 - 4 EHS students will be greeters

- 4 Rustin students will be the musical ensemble (7:15 – 7:45)
- **Food Sponsors.** Aramark will be sponsoring the breakfast. A copy of the menu was provided for review.
- **Advertising and PR.** Ms. Ross contacted Dave Huddleston, CBS Channel 3, to see if the foundation could receive any free publicity. Mr. Huddleston's suggestion was to put in a same-day media alert. Mr. Partridge will be sending out a media alert and will follow up with Mr. Huddleston. Ms. Ross will contact some of the local legislators to encourage them to attend.
- **Parking.** Ms. Ross reported that ample low-cost parking is available.

New Business:

1. Committee Descriptions:

Ms. Woods reviewed the preliminary committee descriptions worked on by Ms. Hall and Ms. Woods. Dr. Parsons raised the point that a strategic direction needed to be determined before committee descriptions or a budget could be adopted so that all components aligned with the overall strategic direction. All board members present were in agreement and both items were tabled.

Miscellaneous Discussion:

1. Future Agenda Items:

- Dr. Scanlon and Dr. Moore will draft an initial budget.
- Suggestion is for one or two fundraising events per year in addition to an annual giving campaign. United Sports in Downingtown was suggested as a possible venue.
- Possibilities for committees: Budget (Scanlon, Moore), Fundraising (Benjamin, Carson-Gentry), Grant Writing (Ross, Scanlon, Parsons), and Grant Approval (Parsons, Woods).

2. Suggestion:

- Add to the brochure, as ways to help the WC Area Education Foundation:
 - Offering mentorships
 - Volunteering time to serve on the board or committees

Adjournment:

There being no further business, the meeting was adjourned at 8:40 a.m.

The date of the next meeting is April 13, 2011.

Dr. James R. Scanlon, President

Christine M. Woods, Secretary