

# Masterman HSA Board Meeting

Thursday, 11.02.2017

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## Attendees

Judy Mester, Barbara Dallao, Kristin McKeown, Andrea Shuster, Michael Hoffberg, Lynette Samuel, Fritz Dietel, April Meidt, Madhu Narula, Jessica Brown, Kate Smith, Nicole Figlin, Marjorie Brunner, Nicole Gold, Avigail Milder, Denise Connerty, Marcie Soslau, Xi Ming, Anastassio Amaro, Alecia Burke

## Agenda

The meeting was called to order at 6:05 pm

Motion made by Kristin McKeown to approve meeting minutes of October. Seconded by Nicole Figlin. Motion passed and the meeting minutes were approved

Principal's Report: - Jessica Brown

- \* New Parent Coffee – how to indoctrinate new families and communication
  - \* Communications – created 1 pager that was sent out on FB, Web, Mailing list
  - \* Effort to get more parents on Edline
  - \* New parents still have questions and would like a forum to ask them
  - \* Creation of on-line FAQ/Manual with questions
- \* Discussion of new Infinite Campus – parents portion will be rolled out in February
- \* Potential to have Q&A session with principal prior to family dinner (Dec. 7<sup>th</sup>)
- \* Mock debate (DA race) Nov 3<sup>rd</sup> at High School – both Philly DA candidates will be in attendance
- \* Report card conferences Nov 20<sup>th</sup>-Nov 22<sup>nd</sup> – see newsletter for times
- \* Preliminary discussion with 7<sup>th</sup>/8<sup>th</sup> grade students about “Maker Space” – 3D printer, laser cutters, creative workshop – more details next month
- \* Magazine Fundraiser: \$12,000.00
- \* Fall Work Day – successful day to spruce up the school by students and parents

## President's Report: - Judy Mester

\* Judy thanked everyone for the creation of the Business Liaison Committee – Nicole Gold in attendance.

\* There is an Ad Hoc Committee that has been created to talk about the use of software by the HSA. Software is being used for fundraisers – Auction, Membership, Rooftop, etc. As the software is being leveraged by multiple committees questions the Ad Hoc Committee will be addressing include: does it fit our needs, is it suitable in terms of security, and are there any other options? The Committee will further look at the terms of the contract for software and compare it to our requirements.

\* Hospitality Committee provided \$200.00 in snacks for High School party October 27<sup>th</sup>.

\* Social Committee – Family Dinner scheduled for December 7<sup>th</sup> with Quizzo and guest speaker to discuss adolescent stress.

## Officer's Reports:

Vice Presidents' Reports:

Barbara Dallao and Kristin McKeown reported:

\* efforts have been directed toward coordinating and organizing Teacher wish lists and that access to a SMILE account has been provided to the Treasurer. They hope to roll out the Teacher/staff Wish List program in November so that parents can access it. There will be a button available on the Masterman website for SMILE and the Wish List as well as a direct link to the HSA website on the Masterman website front page. Ms. Brown has approved it, There are some final details that need to be worked out before adding. Also, they have adjusted the SMILE account to link to the Treasurer's email and not linked to personal email.

\* Teacher Grants are due November 5<sup>th</sup>. Kristin McKeown, Andi Shuster, Barbara Dallao and Jessica Brown are working together on these

Treasurer's Report: - Andi Shuster

- Report will be available after the meeting The largest income is from Rooftop and Membership
- The largest income is from Rooftop and Membership
- Legacy Fund is at \$16,000.00 for this year
- Annual bill for “turn it in software”
- Noontime aide was paid
- Outward Bound will be paid (backpacking trip) – Peer Counseling

## Committee Reports:

a. Academic Affairs - April Meidt reported:

\* the next Coffee with the Principal Brown dates will be November 15<sup>th</sup>, 2017 and January 12<sup>th</sup>, 2018 – this is an open forum for parent-to-principal dialog and questions;

\* Orientation and Library Committees to collect summer reading books to redistribute for

the following year

\* SAC meeting update: focus on diversity, transparency, alumni and communication.

b. Auction - Madhu Narula reported that the first meeting was held October 12<sup>th</sup>, 5 new people attended; the next meeting will be Monday, November 13<sup>th</sup>. The date of the Auction will be Saturday, March 24<sup>th</sup>, 2018. A venue search continues. Sponsorships are always being sought. The website should be up and running by December.

c. Beautification - Fritz Dietel thanked all the parents and students that attended the Fall Work Day, he also thanked Isabella's Pizza and co-chair Michal Leventhal. 13 projects were complete with 60 volunteers:

- Power washing the front patio, stairs and railing. Washed doors and windows on the patio.
- Pruning trees all around Masterman and in the parking lot
- Mulched and weeded all garden beds on Spring Garden Street and 17<sup>th</sup> Street
- Stained the tree surrounds
- Painted rooms 204 and 208
- Painted disk tops from room 102
- Cleaned and polished both marble and brass in the first floor hallway
- Hauled books to better homes in the building
- Installed shelving in the Office
- Cleaned the Auditorium
- Moved wood desk tops from the art room to the stage crew room
- Secured the benches on the patio
- Removed gum from under the seats and tables in the cafeteria and Auditorium

Avigail Milder reported that the Rooftop Open House and Fundraising event was held Thursday, October 5<sup>th</sup> and was attended by at least 100 people including families, alumni, staff, teachers and community partners and raised \$14,000.00. This, plus the seed money from the HSA, puts the current total at \$24,000.00, almost halfway toward the goal of \$50,000.00 by February 15<sup>th</sup>.

- A shade sail grant application is underway, being written by Mimi Romeo. The grant is for \$8,000.00 and is specifically for shade sails as a means of protecting children/students from the harmful uv rays of the sun. It requires a letter from a dermatologist, which Ms. Romeo has obtained from one of our own talented family members.
- The Rooftop Project website has been created and is under final revisions pending approval by Ms. Brown. There will be a direct link from the MHSA newsletter to the website. The hope is that it will bring the project closer to its financial goal.
- Looking forward to the Year End Letter Campaign to help with the fundraising effort.

d. Business Liaison - Nicole Gold reported that the initial goals of the committee is work on the creation of a contact database, to create a brochure or document that can be used to "sell" Masterman and explain why Masternan needs support, and that the committee will meet Monday, November 20<sup>th</sup> at 6 pm at Whole Foods.

e. Communications - Mike Hoffberg presented on the following:

\* 1,251 people have subscribed to the **mailing list** (up from 1,081 at the beginning of October)

\* Added new families from the Membership list

\* Need to determine how to identify a "backup" for the newsletter

\* Campaigner is \$30/month – other solutions exist that might be less expensive or free (with some limits) such as mailchimp.com

\* Mike reported that he had a meeting with 2 parents (Olivia Lee and Joy Carpenter) regarding creating a new **website**. The suggestion was to use WordPress (our current site is a Google site). WordPress provides for a much improved site with the addition of “Apps” . Setup and licensing of WordPress Apps hosting of the site would cost about \$200.00 for 3 years (current website hosted by Google is free). The simplest path forward would be to create an additional domain name for the site. Issues with moving the current domain is that it is not clear how all the email address and previously linked content would move. It is believed that a new website could be roughed out in less than a month. Alisson Kolodner also volunteered to help.

\* Joy Carpenter offered to help with the creation and management of a new **Facebook** “Group” , rather than the current Masterman HSA “Page” . While Pages were designed to be the official profiles for entities, such as celebrities, brands or businesses, Facebook Groups are the place for small group communication and for people to share common interests and express their opinions. <http://brianshim.com/webtricks/facebook-page-vs-group/>

- Group could be governed by an “agreement” and a comment section could be added to facilitate and manage
- **Linked-In** - still need to coordinate with Margaret Bradley (and the Business Liaison Committee)
- **Directory** – Rachel Luterman is working hard to consolidate the records, she has membership information from Marcie Soslau, rosters/faculty list from Ms. Fennell, Ms. Brown is soliciting additional 5<sup>th</sup>/6<sup>th</sup> grade families, work will be done on layout with Sam Garst, Dina Flanagan and others. The goal is to have the directory out prior to the Winter Break
- **Email addresses** were assigned to the Treasurer and Logo Committee

f. High School Liaison – Denise Connerty reported that this is a new position and that roles are being refined; midterm/finals snacks will be coordinated with Student Council, and that the committee needs to define Junior parents to do the High School reception

g. Hospitality - Larry Mester – no new report

h. Library - Amy Weidner reported on the following:

\* Donors Choose Grant for History is not yet fulfilled

\* The Book Fair is the week of November 13<sup>th</sup>

\* Ms. Kearney will be publishing the first issue of the quarterly newsletter, Annotations, available on Edline and Destiny catalog sites

- A plug for the Professional Collection (in the computer room) and the MasterPiece blog highlighting new books in our collection
- Good news! Authors Shelley Pearsall, A.S. King and Lisa Levenstein sent us care packages of their books, an unexpected treat.
- [bcookekearney@philasd.org](mailto:bcookekearney@philasd.org)
- Website: [www.mastermanschool.org](http://www.mastermanschool.org) (click School Library Tab)
- Twitter: @mastermanimc
- [www.masterpiece1699.wordpress.com](http://www.masterpiece1699.wordpress.com)

i. Logo - Reshma Bennur’s reported that

\* there were sales at Back to School Night, the Logo Room was reorganized

\* the school store is opening and that revenue sharing needs to be determined

\* Working on getting pictures for inventory to move the store online

\* requested that refurbishing the Logo Room be considered for the Spring Work Day

j. Membership - Marcie Soslau reported:

\* Thank you to all members (to date \$60,000.00 was raised)

\* Biggest contributions came out of the summer, Back to School night and on-line

- \* Need final push for December (\$40,000.00)
- \* 389 entries made in membership (about ½ of all families)
- k. Middle School Liaison - Nicole Figlin no new report
- l. Orientation - Alecia Burke reported:
  - \* that the New Parent Coffee held at Saige Cafe on Friday, October 13th was a success. There were at least 13 new parents in attendance and 7 HSA Board members who answered questions, provided tips for navigating and succeeding at Masterman, shared the functions of the HSA and the benefits of volunteering, and invited volunteers at any time commitment level.
  - \* The new parents enjoyed the opportunity to speak with Ms. Brown and had many questions, concerns and suggestions regarding communications from Masterman to parents.
  - \* As an immediate response Ms. Brown added a Communications Page on the Masterman website. Several new parents offered to volunteer their skills in writing and social media
  - \* Barbara Dallao took notes on the parent needs and suggestions to bring back to the Executive Board. On a special note, there was one 6<sup>th</sup> grade parent in attendance and she noted that the transition to Masterman as a 6<sup>th</sup> grader is much different than the 5<sup>th</sup> grade experience and she suggested that there be specific supports for new 6<sup>th</sup> graders such as setting them up with a 7<sup>th</sup> or 8<sup>th</sup> grade mentor or group activities with the other new 6<sup>th</sup> graders before the beginning of the year.
  - \* Alecia reported she is looking forward to working with other Committee Chairs to plan and initiate any events or programs of interest, especially where they intersect with Middle School Liaison and Academic Affairs.
- m. Social - Van Mahlab's reported:
  - \* The Family Dinner is scheduled for Thursday, December 7<sup>th</sup>, 6-8 pm
  - \* The Social Committee is actively planning the annual International Potluck Dinner. An RSVP form will go live with the posting of the invite to Monday's newsletter. New this year will be BINGO and Quizzo along with guest speakers from Temple. Families will enjoy a buffet-style dinner in the cafeteria and parents are invited to listen to Elana Kagan, M.A. and Mark Knepley, M.A., therapists at the Temple Child and Adolescent Anxiety Disorders Clinic. Their talk will include information about how anxiety disorders typically present in children and adolescents, how to identify kids who may need some additional levels of assistance, strategies for parents to use and an overview of what treatment looks like. They will also provide information about additional resources parents can pursue.
  - \* There will be no fee to attend but the committee is asking for families who are interested to bring a dish that spotlights their cultural heritage, or really love to make. The signup will be a part of the RSVP form. Invitations will be printed and distributed to faculty, staff, students and student organizations. Prizes will also be given out, spread the word for this event.
- n. Staff Luncheon - no report at this time
- o. Student Activities Fundraising - no report at this time
- p. Teacher Liaisons –
  - \* High School Teacher Liaison Ms. Smith reported that the Science department is in need of money in order to run labs. Needs total about \$4800.00 more to equip labs and run them. The majority is seed money for the Physics Lab. Ms. Brown will speak with the Science Department.
  - \* Middle School Teacher Liaison Ms. Brunner reported there is a need for more computers as the current ones are no longer able to perform optimally.

## New Business –

No new business

## Announcements

No additional announcements

## Adjournment

The meeting was adjourned at 7:40 pm EST.

## Notes

- Next Open Board Meeting Thursday, January 11, 2018 6-8pm Masterman Library

## Action Items

1. Ms. Brown to follow up with Science Department regarding financial needs.

## Next Meeting Agenda Items

See attached Agenda