

MACS Development Committee Minutes
November 13, 2019
MACS Multipurpose Room

Present: Jamison Hoff (Chair), Lisa Petralia, John Dagianis, Amanda Schneck, David Glasier, Tom Malone, Amy Bottomley

The Committee reviewed the “Discover MACS” VIP Event plans and discussed factors that led to the low response rate leading to our decision to re-schedule the event to a later date.

Members suggested the following factors for consideration in planning a future event:

1. Guests may not have understood why they received an invitation; our brand recognition was not high enough to generate interest.
2. The guest list was still small despite many trustees submitting names for invites. We thought that many of us know the same people, and we may wish to broaden the criteria for invitations next time.
3. At the same time, however, it was suggested that next time we only invite people we know well-enough to call ahead with a conversation about our invitation and why it is coming to them in particular.
4. Generating a future invite list will include phone numbers and emails for names suggested
5. Trustees will have voice conversations with guests ahead of the event to explain the invitation and what to expect at the event and its follow-up
6. Changing to environmental factors, committee members discussed the “Blue State” issues that may be impacting charter schools in NH, and reticence of some guests to wade into those waters
7. Another suggestion was that human nature can generate animosity against change, and that charter schools represent such change
8. There is significant competition for philanthropic interest and support from many other non-profits in our area
9. A current fracture in civil discourse in public life may have been keeping people from attending new and unfamiliar public events with unknown attendees
10. The consensus was that the best way to overcome these obstacles is to focus intently next time on an individualized and personalized approach to each guest, tailoring smaller events to their needs.

The Committee then turned to the question of alternative approaches for introducing MACS to those whom we wish to share. The suggestion was to offer an option for pre-arranged, individually hosted, campus visits during a time when MicroBlock is operating. Features of these visits were discussed and included:

1. They would occur during the time period 2:30 to 3:15 pm on the two days per week that MicroBlock market day operates.
2. Hosts would pre-arrange parking such that guests could exit promptly at 3:15 so as to avoid the congestion of parent pick-up and buses that might delay their departure.
3. Invitations to these campus visits could be prepared by the students.
4. Name badges could also be prepared by students, and gifted to guests on departure.
5. Student ventures will be best visited after mid-January when businesses and their employees have an initial start-up completed.

6. In addition to trustee hosts for their personal guests, Student Government officers could serve as additional hosts and guides to the marketplace.
7. Part of the visit could include conversation, or touring, with Amy, Susannah, or Jewel, who could provide a brief orientation to what guests will see, key business owners to meet, and examples of recent MicroMoments
8. These visits would be arranged only with Advance Notice to maximize success.
9. Invitations might best be delivered in person by trustee hosts.
10. As guests are departing, hosts might inquire which ventures interested them, and the student thank you notes could be written by that particular venture.
11. Also, at departure, guests could be presented with our MACS folders full of further in-depth information.
12. Committee members discussed the importance, not just of hosting a guest, but of asking them for something specific (individualized?) that would support MACS. Topics included asking for political support, asking for referrals to other people to invite to campus, asking them what they saw as current or future needs of NH students, and asking for financial support.

The Committee also discussed alternate formats for future events. It was suggested that an event be held at a venue where, in addition to our brief MACS content program followed by meet-and-greet conversations, there be an option for guests to stay on at the venue and do something interesting. For example, Boston Billiards was mentioned as a possible venue where we might host our event, while guests could linger afterward to entertain themselves. This might provide an additional “draw” to our event.

On another topic, an important suggestion (to be passed on to the Nominating and Governance Committees) was the proposal to develop a formal Trustee Handbook that can be shared with new trustees as part of their board orientation.