

APC Meeting Notes: January 30, 2018

Meeting at home of Jean Zimmer, 92 Maynard Rd., Northampton, MA

Present: Paul Catanzaro, Jackie Walsh, Diane Bigelow, Bill Corwin, Brian Bloomfield, Martha Tirk, Gretchen Morse, Meg Clark, Jean Zimmer, Brian Summer, Mo Turner, Jodi Howe, Dave Howe, Phoebe Shaw

I. Introductions & Checkins

- a. Appreciation of community events, hiking & ice skating

II. APC Business & Events, Open Discussion

A. Staff Appreciation progress

- 1. Grades 8 & 9 have "shared the love", currently 10th & 11th grade in Feb. & March
- 2. Coffee: Noah Grunberg tenure has finished. Diane will check in with Karen Ferrandino to determine if she is still willing to be the coffee purchaser for the Feb-June months.

B. Stan Langston status update

- 1. Staff supported lunches so far (kids like it!)
- 2. May need to go to a Plan B depending on Stan's status
- 3. Hope to return week of Feb. 5

C. Drama Refreshments

- 1. Diane will check with Mr. Gay regarding intermission details (note: yes there is an intermission & refreshments are welcome....solicitation to go out week of Feb. 10 for bakers and table attendants)

D. Staff Appreciation luncheon

- 1. Meg Clark & Jodi Howe volunteered to co-coordinate.
- 2. Paul will connect them with Kathy Osborne for knowledge dissemination

E. Work Bee

- 1. in months to come, connect with Dr. Bloomfield & Mr. White regarding jobs to be done
- 2. Encourage a "family event"

F. Support of Councils

- 1. Contact Ms. Tirk if a parent has an idea or would like to reach out in some manner to respective advisors for specific councils
- 2. Reiterate that if councils need a form of community support, remind advisors that parents can be resources for council initiatives-programming advice & connections
- 3. Per Dr. Bloomfield: some councils more active than others. All students are exposed to general leadership skills such as agenda setting, meeting facilitation...

G. Academic Awards versus Honor list/roll

- 1. Years ago, shifted from an Honor Roll based on number grades to a focus on citizenship, scholarship, initiative & passion.
- 2. Academy does not rank students/not on college application/not unusual for independent schools not to rank students/explained by college counselor/not detrimental to college applicants
- 3. Are Honor Rolls an incentive or a source of anxiety?
- 4. End of year awards a tradition & reflect principles listed in G.1.
- 5. Group agreed that we did not feel at this time that this needed to be raised with the broader administration.

H. Flu?

- 1. No documented case of any students at AAC with the flu

III. Dr. Bloomfield reflections

A. 1st day of school 2018/2019 has been set (August 28)

B. Student Separation

- 1. Reflections from Dr. Bloomfield & Martha Tirk
 - a. Investigation of facts/followed a process
 - b. Mindful of welfare of community and students
 - c. Decisions based on all parties moving forward respect confidentiality of perpetrators & victims
- 2. Reflections from parents:
 - a. appreciation of thoughtful response
 - b. Reacting to the current cultural climate?
 - c. Thorough process/fair; process appears healthy
- 3. Will be reviewing curriculum of "Digital Citizenship" in advisories.

IV. Honors Program Update - current term "Enrichment"

A. Based on fact kids can do more than they think they can do/some kids are not pushed/self-selecting-independent research

B. On-going tweaks

- 1. 30-40 hrs of work/switched from 4 projects/year to 3/year
- 2. Will continue to seek feedback
- 3. Improve for future years

V. 6th grade/PG Update

A. report from Martha

1. 6th Grade:

- a. Rolling admissions for 6th grade
- b. Outreach ideas
 - Dave & Jodi Howe: Greenfield Little League banner, Rotary "festival of trees"
 - Sunderland/Worthington/etc-town anniversary celebrations
 - Jean Zimmer: request for brochures for parents to share

2. PG

- a. Target: H.S. seniors from public schools who didn't get into the college of their choice-give them an additional year to hone their academic & leadership skills/raise diversity of student body
- b. Rely on guidance counselors to recommend students
- b. Contact Dr. Bloomfield if have a means of getting the word out, i.e. newsletters....
- c. Word of mouth always the best recruitment
- d. Brainstorm ideas
 - . Key Clubs/Kiwanis-David Howe
 - . Frontier, Hampshire Regional Newsletters-Gretchen Morse
 - . Private college consultants-Mo Turner
 - . Home School networks-Christy Knox?
- e. Question: do people know what PG means when they drive by the road side sign....something to consider

VI. Recruitment 6-12 Update/Ms. Tirk

A. Target for grade 6: schools up to 5th grade

1. Reiterate: word of mouth/personal connections is best outreach
2. Current parents and students, especially from Northampton schools that end after 5th grade.
3. Schools are not all open to having the Academy come in & advertise

B. Video on website-positive feedback

C. Once accepted, Martha would like to ask current families to be available for outreach

D. Facebook

- FB changes-what is necessary to keep AAC in FB feeds
- Need to "like" AND "comment" on posts
- Encourage "like", "comment" and "share"
- More "comments" - more recirculated posts
- Utilize APC to do this in an organized manner
- Goal of FB page: reaching current families & alumni
- Staff will connect with APC co chairs to come up with a plan

E. General marketing support idea from Paul Catanzaro

1. "Parents Marketing Kit" to include:

- How to help with word-of-mouth marketing/what it means to be an ambassador (host info sessions, share printed information, invite to concerts, plays, exhibitions, etc.)

F. Annual Fund

1. Up to 72% giving
2. Continue to reach for 100% participation
3. Spread the word
4. End of fiscal year: June 30
5. APC Co-chairs
 - a. Find people that would be willing to reach out to parents for donations
 - b. Reiterate that participation is key-encourage monthly giving plan
6. Senior outreach
 - a. End of school year – will ask them to approach recent alums to encourage giving

VII. Connections (last but not least!)

- A. Bowling
- B. Cross Country Skiing
- C. "Quarters"-Arcade in Hadley

VIII. Other AAC Events

A. Grandparents & Special Friends day

1. Rebekah Boyd-Headmaster tea coordinator-solicit help for her
2. Support needed for lunch set up & clean up

Next Meeting: April 3, 2018-Greenfield

- Either Greenfield Savings Bank Conference Room (David Howe) or GCC