Marketing & Public Relations Committee (MPRC)

Purpose: The Marketing and Public Relations Committee serves as an advisory committee to the Development Director and the Board of Directors on marketing, public relations and admissions matters in general.

Overview:

In a consultative capacity, the MPRC assists in the development of recommendations on concepts, plans, strategies, programs, and activities that support, facilitate, and otherwise guide the marketing and public relations efforts for Atlanta Classical Christian Academy. The committee will assist in the development of a Marketing Plan for ACCA and, as necessary, recommend periodic updates and revisions to the plan. In a consultative capacity, the MPRC will assist the Director of Development bringing ACCA’s mission and vision to life in the community. Similarly, the MPRC will assist the Director of Development and Head of School in an annual review and assessment of the effectiveness of the advertising efforts and expenditures for each completed fiscal year. The MPRC will serve as a creative resource group for ideas pertaining to public relations, marketing, advertising, sales, and admissions. The MPRC will engage in regular communication and consultation with the Fundraising and Capital Campaign Committee and Campus Experience Committee on matters of mutual interest and concern. As a Standing Board Committee, the sponsor of the Marketing and Public Relations Committee will provide periodic updates to the Board of Directors.

Sample Responsibilities:

- Assure that ACCA has a marketing/communications program consistent with clearly defined objectives to enhance the reputation and recognition of ACCA;
- Develop an understanding of the various components of ACCA’s fund-raising program including Annual Giving, Capital Giving, Planned Giving, Major Giving, and Corporate support;
- Assure that ACCA has a clear set of marketing and public relations objectives, goals and priorities;
- In partnership with the Development Director, develop an overall marketing & public relations program of both an annual and long term nature and assure that programs are in place to effectively conduct such programs to promote ACCA’s competitive advantage;
- Educate individual members of the Board as to their responsibilities both as volunteers and participants in ACCA’s marketing plan;
- Assist the Head of School and Development Director in execution of the marketing plan;
- Endorse and recommend to the Board of Directors for their approval the expenditure of necessary marketing initiatives to support ACCA’s marketing plan; monitor marketing and public relations progress; and solicit necessary volunteers to deliver plan;
- Recruit and define additional volunteer roles as necessary to achieve the purposes of the committee;
- Conduct an annual self-evaluation of the performance of the Committee, and the effectiveness and compliance with this charter.

Routines:

The Marketing and Public Relations Committee will meet as necessary.
Capital Campaign & Fundraising Committee (CCFC)

**Purpose:** The Capital Campaign & Fundraising Committee serves as an advisory committee to the Head of School and the Board of Directors on fundraising initiatives in general.

**Overview:**

In a consultative capacity, the CCF assists with the development of concepts, plans, strategies, programs and activities that support, facilitate and otherwise guide the fundraising efforts for Atlanta Classical Christian Academy. The committee will assist in the development of actionable short and long term fundraising plans for ACCA and as necessary recommend periodic updates to the plans. As a Standing Board Committee, the sponsor of the Capital Campaign and Fundraising Committee will provide periodic updates to the Board of Directors.

**Sample Responsibilities:**

- Develop an understanding of the various components of ACCA’s fund-raising program including Annual Giving, Capital Giving, Planned Giving, GOAL, Major Giving, and Corporate support;
- Assure that ACCA has a clear set of fund-raising objectives, goals and priorities;
- In partnership with the Development Director, develop an overall development program of both an annual and a capital nature and assure that programs are in place to effectively conduct such programs and to reach goals established for each;
- Educate individual members of the Board as to their responsibilities both as volunteers and as donors to ACCA’s fund-raising programs;
- Assure that ACCA’s marketing/communications program aligns with fundraising initiatives and is consistent with clearly defined objectives to enhance the reputation and recognition of ACCA;
- Assure that the cultivation, stewardship and recognition of donors is appropriate for ACCA;
- Assist the Head of School and Development Director in the solicitation of select individuals and entities;
- Facilitate entrée to corporate or foundation sources where members have personal or professional access;
- Endorse and recommend to the Board of Directors for their the approval the undertaking of capital campaigns; insure adequate resources are available to ensure campaign success; monitor campaign progress; and oversee the volunteer structure for all campaigns;
- Act as a spokesperson, speaking positively about the organization and the campaign and be prepared to answer questions pertaining to the campaign;
- Open doors by reviewing prospect lists, arranging meetings and suggesting new prospects;
- Participate in or host cultivation events;
- Secure endorsements;
- Recruit and define additional volunteer roles as necessary to achieve the purposes of the committee;
- Conduct an annual self-evaluation of the performance of the Committee, and the effectiveness and compliance with this charter;
- Perform such other duties or functions that are necessary or appropriate to further the Committee’s purposes as assigned by the ACCA Board of Directors.

**Routines:**

The Capital Campaign and Fundraising Committee will meet as necessary.
Campus Experience Committee (CEC)

Purpose: The Campus Experience Committee serves as an advisory committee to the Head of School and the Board of Directors on facilities and campus experience matters in general.

Overview:

In a consultative capacity, the Campus Experience Committee assists with the development of concepts, plans, strategies, programs and activities that promote an alive and growing campus experience for Atlanta Classical Christian Academy. The committee will assist in the development of actionable short and long term facility and student life plans for ACCA and as necessary recommend periodic updates to the plans. As a Standing Board Committee, the sponsor of the Campus Experience Committee will provide periodic updates to the Board of Directors.

Sample Responsibilities:

- Serve as an advisory committee to the Head of School and Board of Directors regarding physical facilities and campus activities in general;
- Assist in the development of a long-range needs analysis for facilities, the prioritization of those needs, and the gathering of data as appropriate and necessary in the creation of a Master Plan for ACCA property and facilities;
- Conduct benchmarking studies on successful campus expansion programs with other schools to determine how ACCA can best utilize its current or required future space offering;
- Develop compelling business cases to support recommendations to the Board of Directors, ACCA community and potential investors;
- Ensure appropriate linkages to Marketing & Public Relations, and Capital Campaign & Fundraising Committees to ensure objectives are mutually aligned and achieved;
- Provide to the Board perspectives on changing student needs and interests that may affect ACCA’s student support programs and campus life;
- Conduct an annual self-evaluation of the performance of the Committee, and the effectiveness and compliance with this charter;
- Perform such other duties or functions that are necessary or appropriate to further the Committee’s purposes as assigned by the ACCA Board of Directors.

Routines:

The Campus Experience Committee will meet as necessary.
**Best Practices, Innovation & Excellence Committee (BEST)**

**Purpose:** The Best Practices, Innovation and Excellence Committee (BEST) serves as an advisory committee to the Head of School and the Board of Directors on emerging trends in Classical Christian Education, Industry and Internal Best Practices and areas of Innovation for Atlanta Classical Christian Academy.

**Overview:**

In a consultative capacity, the BEST Committee assists with research, benchmarking, and best practice sharing that further enable Atlanta Classical Christian Academy to achieve its mission, vision and foundational commitments. The committee will utilize various tools and methods to conduct research, validate potential offerings for ACCA and as necessary makes periodic recommendations to the Board of Directors.

**Sample Responsibilities:**

- Review and discuss significant emerging education and technology issues and trends;
- Conduct SWAT and competitive analysis for ACCA;
- Define and continue to refine what excellent means for ACCA;
- Ensure that all board members understand ACCA’s true competitive advantage and progress towards achieving excellence;
- Work with the school leadership to devise clear and consistent ways to measure progress towards stated excellence goals;
- Work with school leadership to share with the board annual successes, barriers to reaching excellence, and strategies to overcome these barriers;
- Monitor and promote the effectiveness of programs seeking to enhance student satisfaction, retention, access, and student success;
- Conduct an annual self-evaluation of the performance of the Committee, and the effectiveness and compliance with this charter;
- Perform such other duties or functions that are necessary or appropriate to further the Committee’s purposes as assigned by the ACCA Board of Directors.

**Routines:**

The BEST Committee will meet as necessary.