

# State College Area School District



# SCASD Education Foundation Update

December, 2016

# Foundation Board Update

- ▶ 3<sup>rd</sup> Meeting Scheduled for January 4, 2017
  - 2016 mtgs in September and November
- ▶ Officers Elected in November
  - Doug Loviscky '86, President
  - Chris Buchignani, Vice President
  - Open, Secretary/Treasurer
  - Ann McLaughlin, Ben Lawrence, Michelle Frisco, Betsy Whitman, Penni Fishbaine (SCASD Board representative)
- ▶ Ongoing Recruiting
  - Recognition Society Circle
  - Memorial Field Project

# Educational Improvement Tax Credit Marketing Plan

- ▶ Working with Doug Loviscky
- ▶ Currently Approved for Oracle Program and International Baccalaureate
  - \$10,000 from First National Bank
  - \$5,000 from Fulton Bank
- ▶ Build Target List for New Businesses
  - Alumni Owned
  - Local w/SCASD Connections
- ▶ Direct Mail
- ▶ Website Info
- ▶ February Event

# Capital Projects: Memorial Field Fundraising Options

- ▶ Offset to total project cost will allow resources to be used for other district facilities
- ▶ Naming Opportunities (Draft Ideas)
  - Stadium (Memorial Field at John and Jane Smith Stadium)
  - Building
  - Patio Area, Memorial Wall
  - Locker Rooms, Classroom
  - Training room, Coach's/Official's Office, Band/Student Section of Stands
  - Lockers, Patio Bricks, Wall
- ▶ Advertising/Naming Joint Proposals

# “Recognition Society/Hall of Honor”

- ▶ District Wide (Athletics, Arts/Music/Theatre, Academics)
- ▶ Work with AA and Distinguished Alumni Awards
- ▶ Volunteer/Alumni Driven
- ▶ Fall 2017 (hopeful)

# Communications

- ▶ Early Stage Outreach
  - Website
  - Monthly Emails
  - Radio Interviews
  - Magazine
  - Appeals
- ▶ Second Stage Outreach
  - EITC
  - Capital Campaign
  - Special Event

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