

# Masterman HSA Monthly Meeting

**Date:** Tuesday, October 15, 2024  
**Time:** 6:30 PM  
**Location:** Masterman Library, in-person



## Attendees

16 total participants (See sign-in sheet for general members)

### Board Members

Anne Albert	Michael Wang	Ya-Chi Tsao
Sarah Schindler-Williams	Chelsea Badeau	Mae Trieu
Dani Laws	Kaitlin Kertsman	

**School Staff**  
LeeAnne Fox

### Quick Recap

The meeting was a working session of the Board, focusing on providing committee updates and brainstorming ways to reach families to join the HSA.

### Minutes

Anne Albert, President, welcomed participants and provided an overview of the agenda. She reiterated the importance of getting involved and shared the [Volunteer](#) sign up form.

This past month the HSA went through the annual budget process, including a review with the school administration, a presentation to the community, posting the proposed budget online and resulting in the Board’s vote to approve the budget. The budget is on the HSA’s website. As a summary, there has been a surplus of funds from pre-covid and the beginning of covid which the Board has been spending over the last few years: Grants to support extracurricular activities, departments and school-wide initiatives; teacher supplement to reduce out of pocket costs for classroom. The HSA spent more last year and this year than what will be able to be spent next year unless there is a significant fundraising push for next year.

### School Admin Update

Principal Laurie was unable to join due to a last minute scheduling conflict.

### Teacher Liaison Update

Middle School (LeeAnne Fox)

- Fielding some questions about grants from teachers and
- Working with Sam Vitiello on parent support: not needed right now, can communicate to parents through messaging blast. May be a need later in the year.

### **Grants** - Anne Albert for Stacy Koilor

- Grant plan is with admin for approval; sharing with LeeAnne to get feedback
- Committee decided to simplify grants categories this year; combined into bigger buckets for ease
- Small teacher/coach grant each (\$300)
- Department grants handled via school admin this year
  - With content leads returning to school structure, they will work with teams and admin to plan and HSA will fund
  - Things for instruction and curriculum should go through the department
  - No set deadline, process from receiving request to approval is about three weeks; going through Principal Laurie

### **Membership** - Sarah Schindler-Williams for Mae Trieu

- 208 families registered (1,000 students)
- 40% to the fundraising goal (130 donors)
- Article in Inquirer about PhilaSD's lack of funds for extracurriculars...lucky at Masterman we can fund
- Step 1, Join. Step 2, Donate if you can. Step 3, Tell your friends: Goal is to reach 100%
- Section 7-6 won the donut competition.
- Requesting roster for Middle School to back into sign-ups (LeeAnne working on this)
- Potentially creating directory this year, but need participation
- How do we better reach people to join? Bylaws specify people need to apply, but do they need to apply each year?
  - Send link to join through infinite campus, target clubs with sponsors posting link
  - How do we ask teachers to send? Who should we go through? Write text to send out; perhaps on top of the Grants info email to teachers

### **Fundraising** - Sarah Schindler-Williams

- Looking for a volunteer to create a monthly fundraising/events newsletter (progress, events, etc)
- Full plate of fundraisers
  - Auction
  - Winter Classic with alumni
  - neighborhood family meetups (social, SAC, DEI)
  - Super Bowl squares
  - Valentines candy grams
  - March Madness
  - Rooftop social
  - Ask teachers to do Donors Choose on giving Tuesday
- Happy Hour Recap
  - Raised \$1K (on budget)
  - Spent \$310 (under budget)
  - 50 families - strong representation from Fishtown/Northern Liberties
  - Opportunity to do "local" happy hour events for different neighborhoods

## **Auction**

- Monthly meeting
- Targeting April 5, 2025 at Craft Hall; waiting to confirm

## **Logo**

- More merch ordered: sweatpants, hats, etc.
- Limited edition for spring and winter classic
- Selling every half day and concerts, school events.
- Looking for a volunteer to co-chair (spreadsheets, tracking, etc).

## **Outreach** - Anne Albert for Sam Vitiello

- Co-Middle School liaisons in place
- Arranging middle school coffee chats later in October

## **Library** - Nicole Eggerts

- Book fair is scheduled for the last week of October
- All money raised comes back to school as Scholastic dollars
- Looking for volunteers via Signup Genius

## **Social** - Dani Laws

- Need volunteers for the committee!
- Hoping to bring back family potluck
  - Aiming for January, Thursday at dinnertime
  - Utilize Signup Genius
  - Build subcommittee and work with MS Liaisons
- Open subcommittee chairs: Staff Appreciation, Hospitality, Family Social

## **Communications** - Chelsea Badeau

- Weekly Sunday newsletter has open rate above 60% with distribution list of +2700
- Need committee chair for social media - may need to turn to students
- Discussion around alumni association; they are working on building a database

## **Building & Grounds**

- Need Facilities chair to head rooftop project and spring work day
- Have dedicated funds (over \$25K) for rooftop; need to create project plan
- Spring work day - volunteer workday on a weekend (deep clean needed)

## **Treasurer** - Ya-Chi Tsao

- Finance report shared and reviewed
  - Last year: \$143K in account. \$113K in support, spent \$218K
  - Purposely spent down
  - 91% goes back to school
- Transition plan for Ya-Chi: has a work diary and Anne shadowing to train treasurer.



**SAC** - Michael Wang

- Regular monthly meetings

**September Meeting Minutes**

Approved unanimously by present Board members

**New Business** - Floor was opened for comments, questions, concerns

- Musical being revealed next week
- Is there a way to support getting MS kids into building earlier (7:30/7:45) potentially with a Climate Staff? Bring up with Principal Laurie.
- Schedule has been a huge challenge; no consistency. Should be better in time - SAC Teaching & Learning committee to discuss more. Can print from infinite campus, LeeAnne will help student

Meeting adjourned at 8:10pm

Respectfully submitted,

Kaitlin Kertsman

MHSA Recording Secretary , Interim