PPLA Community Engagement Events & Fundraising Committee Meeting Agenda

Thursday, October 23, 2025

6:00 PM - 6:30 PM

Please click the link to register to join the meeting:
https:http://bit.ly/3THpB1O
Public Comment should be submitted via email to:
boardorcommitteecomments@gmail.com

Attendance - Committee Members	
Chizarra Dashiell Victor Lee	Simona Wright-James - Committee Chair Stacey Taylor
Attendance - Other	

AGENDA

1. Call to order and reading of PPLA Mission, Vision & Philosophy: https://www.pplapcsacademy-bcps.com/who-is-ppla-

   Mission: Our mission is to provide a high-quality inclusive, and equitable education for all students from Pre-K (age 3 & 4) through 5th grade.

   Vision: Our emphasis on culture, community, creativity and collaboration ensures that every child is prepared to contribute meaningfully to an ever-changing world.

   Philosophy: Our commitment to equity, inclusion, and excellence guides everything we do, ensuring that our students are equipped with the skills and knowledge needed to thrive in an interconnected and diverse society.

2. Roll call of committee members & ice breaker
    a. *What's something about your work in the community that most people wouldn't guess about you?*
3. Stakeholder and Public Announcements
    a. Update: Lottery Selection Change
        - *At the previous meeting, we introduced a weighted lottery process for resource distribution. After further review, the process has been revised to a random lottery to ensure equal opportunity for all interested participants.*

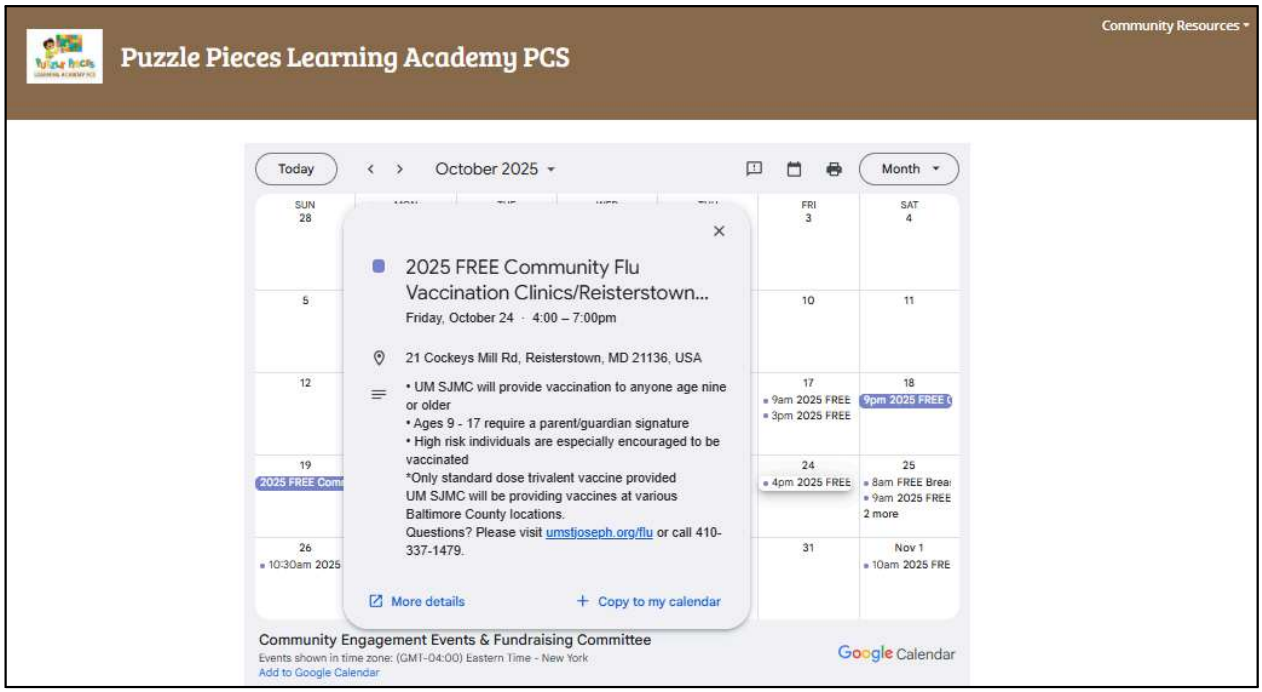
        ii. *The enrollment application is available in five languages: English, Chinese, Mandarin, Spanish, and Yoruba.*

        https://www.pplapcsacademy-bcps.com/cta-button/enrollment-application

    b. Community Partnerships:
        i. Recently engaged →
            - PR firm
            - Community Assistance Network
        ii. Newsletter resumed this month! You can read the past October #004 issue and/or subscribe at:

        https://www.pplapcsacademy-bcps.com/newsletter

    c. Events/Meetings
        i. NEW - Shareable Online Calendar for Community Engagement Events & Fundraising Committee
            - Join Today: https://calendar.google.com/calendar/u/0/r?cid=c_706efa3858e747b5407424c281fd810ba705136d7a70ad1aa357693ec223e234@group.calendar.google.com



ii. **Internal:** Info sessions every Wednesday at 12 PM as a Lunch & Learn

iii. **External:** Our team recently attended

- Southern District & Community Relations Council Monthly Crime and Community Meeting, where we learned about crime activity patterns in and around Baltimore and the resources available to residents. Key takeaways include:
    a. Text 911 is available for emergencies.
    b. The biggest drivers of crime in the area are larceny from autos and theft of tags and stickers.
    c. Residents can access information and resources through vinelink.dhs.gov.
- CAN Network meeting
- Morgan State Univ about their Coding program for Pre-K learners

d. Community Engagement Key Takeaways from Digital Streams:
    i. Instagram
        - Our content received 3,674 views, with 65% from followers and 35% from non-followers.
        - The top age groups engaging are **25–34 (28.5%) and 35–44 (26.5%)**.
        - Early insights show that timely announcements, info sessions, and relatable reels generate the most engagement.
    ii. Website:
        - The website is reaching a **mostly new audience**, suggesting growth potential for sustained engagement.
        - The **Home** and **Meet the People** pages attract the most interest—ideal spots to promote community stories or upcoming initiatives.
        - Traffic primarily comes from **direct links and Google searches**, meaning visibility through organic SEO and shared links is working.
        - **Social media referrals** (Instagram/Facebook) are modest but show an opportunity for deeper integration with outreach campaigns.
        - Users from multiple cities suggest a mix of local and broader interest—valuable for regional partnership outreach.
4. Public Comments on non-agenda items
5. Meeting Adjournment