



**North Penn School District  
Alternative Revenue Committee**

**7:00pm EST  
Wednesday 10 October 2012**

**Meeting Minutes**

**Members Present:** Howard N. Reid Jr., Bill Patchell  
**NPSD Administration:** Dr. Dietrich, Christine Liberaski  
**Public:** (1) Scott Payne

**I. Pledge of Allegiance**

The Alternative Revenue Meeting was called to order at 7:00pm EST followed by the Pledge of Allegiance being recited by all attendees.

**II. Alumni – Development Office**

**Christine Liberaski**

- III. Christine Liberaski, North Penn School District’s Manager, and School & Community Engagement provided an update on the Alumni mailings and email campaign and the creation of the North Penn School District’s Development Office. Harris Corporation has been engaged to assist in facilitating and collecting Alumni information (names, addresses, e-mails, etc.) to develop a comprehensive database of past and current North Penn Students for the purpose of communicating vital information about North Penn School District, High School and the opportunities to work and assist fellow North Penn Alumni. Currently the School District has roughly 11,000 email addresses that are being verified and updated by Harris as part of their outreach program. The Alumni will be contacted frequently using a variety of formats to keep the school in front of the school’s Alumni.

Advertising – Now that the Advertising Policy has passed by the North Penn School Board the School and Community Engagement organization will be facilitating (with Superintendent Dietrich) a number of focus groups within the District to receive feedback from parents, students and administrators on the potential implementation of the advertising program. The advertising program will be managed by the School & Community Engagement Organization which also is creating the Development Office.

Development Office – North Penn School District is aggressively moving forward with the ARC’s recommendation for the creation of a Development Office. Dr. Dietrich has juggled resource commitments and responsibilities to allow Christine Liberaski to take the lead in this initiative. Ms. Liberaski is taking classes at Villanova focused on providing the knowledge necessary to create a development program/office as well as creating a network of peers in the public and private education sectors to share “best practices”. Ms. Liberaski has also taken the initiative to join a number of Development Office Associations to further her knowledge and access to key opinion leaders and mentors in this area.

**IV. “Knights For Life”**

**Scott Payne**

Scott Payne a founder of Knights for Life attended the meeting and explained how he and Steve Melchior’s decided to start Knights for Life after Steve Melchior’s brother Chris died of colon cancer at age 46. A few months after Chris’s death, Mike’s close friend Mike Saks, 44, died of a brain tumor. The Knights have conducted Beef and Beers, horseshoe and whiffle ball tournaments to raise funds and engage the public. So far Knights for Life have helped about 10 families in need in the form of donations and gift cards. Once the Knights achieve 501(c)(3) status — it’s currently pending — they will be able to raise more substantial funds through corporate donors. Continued growth will require the Knights to implement a more formal application process for those requesting assistance. Those they’ve helped so far have come through word-of-mouth. Scott Payne indicated that the Knights would like to develop a strong and formal relationship with the North Penn School District that will provide enthusiastic support for all current and former students ***“Once a Knight – Always a Knight”***

**V. NPSD Update**

**Dr. Dietrich**

Dr. Dietrich provided the ARC Committee with an update of North Penn School District’s stable financial situation which has received positive budgetary movement this year with an effective “Reverse Appeals Approach” for taxes as it applies to potentially under assessed properties which generated a significant amount of revenue for the district. In other areas of note, the Self-Funded Healthcare Plan has been a success and risk is mitigated through a Stop/Loss Insurance Policy. The Proposals from the ARC Committee have been vigorously pursued and supported with the approval of the Advertising Policy and the progress on the creation of the Development Office/Program. Dr. Dietrich also thanked the ARC Committee for their service.