

**Alice Deal Middle School
ADCA General Meeting
Minutes of February 1, 2017**

President Lori Jackson called the meeting to order at 6:30pm.

1. **Minutes for May 2016.** The September 2016 Minutes were available for review and approval. The minutes were approved.
2. **Recognitions.** President Jackson recognized some of the many volunteers who are helping the Deal community: Erica Venable and Eliane Catilina (International night); Jennie Bonney and Amy Hall raised \$1,600 (Politics and Prose); Scott Cheney, Jonathan McHugh and Norman Dong (holiday greens sale); Alexis Comrack (Deal directory); Sue Longo Wright (Deal swag); Amy Suardi (Shakespeare and school musical); Penelope Lantz (Hospitality and teachers appreciation); and members of the ADCA Board.

Amy Suardi seeks additional volunteers for the musical so please step up and help.

3. **Treasurer's Report.** Dan Rosenthal presented the Treasurer's report. From the income view, the ADCA is having a great year so far. The start-of-year mailing and extra push at the end of the calendar year were successful at encouraging families to pay their dues; collection of ADCA dues is ahead of goal. Since the last ADCA general meeting, the holiday greens sale was successful. The ADCA is now focused on matching grants and identifying organizations that will match contributions made by families. In terms of expenses, the ADCA budget is on track with projected expenses. There are variances in terms of the types of instructional stipends but overall the ADCA remains on track on its expenses.
4. **Auction Report.** Please support Deal and join us on Saturday, February 25 at the Mardi Gras themed auction.
5. **Principal's Report.** Principal James Albright presented the Principal's report. Deal is building two new teams, two new classrooms and will have five teams each for sixth and seventh grades. The Administration started the hiring process much earlier than in past years. Next school, Deal will start offering Arabic. Also new this year, Deal will have a seventh and eighth grade musical, as well as a sixth grade musical. Deal is organizing a number of activities, including field trips to see the movie Hidden Figures, a Washington Capital's game and four ski trips to Whitetail. The Empowering males of Color program for sixth, seventh and eighth grade continues.

The zoo's missing bobcat, Ollie, has been found.

6. **ADCA Speaker.** Alan Katzman, CEO and founder of Social Assurity, gave a presentation titled Social Media Understood, which included the following highlights.
- Facebook, Twitter, Instagram, SnapChat minimum age is 13
 - if you set up the account as 13, then all the other platforms will pull that information
 - Most Popular: Instagram, Facebook, SnapChat, Twitter
 - Their friends: 1st audience
 - 92% of teens go online everyday
 - 56% several, 24% constantly, 12% once a day
 - Everything you post is permanent
 - We are the 2nd audience
 - You are never anonymous – think IP address
 - Coaches, recruiters are looking at your social media
 - 3rd audience: college admissions, schools, career opportunities
 - Being used as a database to find people
 - 40% of universities/schools look at social media
 - If the student is going for a scholarship, they will look at your social media profile
 - They will look at your portfolio if you have one.
 - LinkedIn has unbelievable resources
 - 94% use LinkedIn to vet candidates
 - Actively build an online digital presence
 - Think about posting content that will impress 3rd audience
 - Make sure your child has an identity in Google
 - Create and elevated student social media presence
 - Facebook, Instagram, Twitter, LinkedIn, Google+, Pinterest
 - Take advantage of the tools

The meeting adjourned at 8:00 pm.