

ARCH Minutes

October 3, 2007

8:30 - 10:00 a.m., ESC

Attendees at Meeting:

P. Littlewood* (TESD)	B. Lyon* (parent)
J. Videlock* (TESD)	G. Mascioli (parent)
A. Meisinger* (CHS)	G. Campbell (parent)
E. Moeller* (co-chair, parent)	N. Clegg* (The COAD Group)
M. Tannenbaum* (co-chair, parent)	K. Collier (Great Valley PHY/UMLY)
P. Clark* (treasurer)	A. Phillips (VFMS)
M. Murphy* (secretary, parent)	J. Hickey (TEMS)
L. Boyle* (parent)	B. Parkes (Krisp Communications)
S. Davis* (parent)	N. Fondry (Krisp Communications)

* Denotes active ARCH member

Welcome, Introductions

E. Moeller welcomed everyone and started introductions.

Secretary's Report

M. Murphy briefly reviewed the previous meeting. All previous minutes are on the ARCH website. (www.ARCHcares.org)

Treasurer's Report

P. Clark noted there was no activity. There is \$5,982.77 in the ARCH account.

Update: Social Norms Campaign

Presentations of Visual Concepts/Posters

Brian Parkes of Krisp Communications presented rough visual concepts of the Social Norms Campaign stating these were low-resolution artwork and they will give us an idea of headlines and text.

The Middle School Concepts were presented first. "You're not alone" and "Belong" generated much discussion. Discussion continued about the 70% number. Discussion continued about diversity and age of photos, including numbers in the poster, and copy.

The High School Concepts were presented including "Strength in Numbers", "Good Move", and "Welcome to the Majority". The Middle School Assistant

Principals stated they liked these as well and parts of these concepts will be incorporated in the revised concepts for the Middle School when they are presented to the students at focus groups.

Update on project timeline

The next step was to take these concepts to the School District for approval.

A. Meisinger stated that the first half of November the Middle Schools and CHS will hold student focus groups where students will review the concepts and select their preferences and "own them".

During December, the plan is to hold a Kick-Off presentation. At the Middle Schools, they are thinking of using the High School SADD and REACH groups to help with the Kick-Off. At CHS, a Pep Rally is being considered to help make it more of a celebration instead of a presentation.

Other Project Updates

ARCH Townhall Meeting – Wednesday, October 24

M. Tannenbaum reviewed the October 24, 2007 Townhall Meeting with Officer Jim Mutter, 7:30 – 9:00 p.m. at the Easttown Library. The title of the meeting is "Addressing Substance Abuse in Tredyffrin & Easttown."

Thom Stecher, Speaker – Monday, November 5

E. Moeller informed everyone about the November 5th meeting to be facilitated by Thom Stecher, a nationally recognized motivational speaker and educational consultant.

Then next ARCH meeting will be held on Wednesday, November 7, from 8:30 – 10:00 a.m. at the ESC Building, Berwyn.

The meeting concluded at 10:00 a.m.

Respectfully submitted,
Michele Murphy