

ARCH Minutes

November 7, 2007

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

Attendees at Meeting:

P. Littlewood* (TESD)	A. Meisinger* (CHS)
J. Videlock* (TESD)	A. Phillips (VFMS)
E. Moeller* (co-chair, parent)	J. Hickey (TEMS)
M. Tannenbaum* (co-chair, parent)	J. Lemco* (parent)
M. Murphy* (secretary, parent)	G. Mascioli (parent)
L. Boyle* (parent)	C. Kuo (parent)
J. Braun* (parent)	S. Arnold (parent)
B. Lyon* (parent)	G. Campbell (parent)

* Denotes active ARCH member

Welcome, Introductions

E. Moeller welcomed everyone and introductions followed.

Secretary's Report

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

Treasurer's Report

E. Moeller reviewed the account activity. There is \$5,781.23 in the ARCH account. Ellen thankfully acknowledged a \$25.50 Gift in Kind and a \$500.00 anonymous gift.

A discussion arose about donations. ARCH had previously done a letter-writing campaign to ask for help with certain programs and had received some support. In order to receive additional monetary support for additional programs, ARCH will be more direct in asking for donations on its marketing materials.

Update: Social Norms Campaign

A. Meisinger stated that she, J. Hickey, A. Phillips, C. Dunleavy, L. Boyle, and B. Parkes had attended "Social Norms Marketing" workshop on Monday, October 29.

They met with a group, TEAM Fort Collins, which presented previous campaigns of what they had done. The group was very pleased with what they saw. One area of the

country they had worked with previously was Bucks County. M. Tannenbaum said he would make contact with the person to obtain more information.

One of the TEAM Fort Collins' members, Jim, was going to send J. Videlock a proposal by November 16. The earliest they could come out for a two-day visit would be the end of January or early February to get to know our community.

TEAM Fort Collins would travel here to conduct a two-day site visit and do a training session consisting of ARCH, TESD, and Community members. They would select a "Street Team" or a core team of students to help with the campaign. After collection of data and review, TEAM Fort Collins would present three ideas to ARCH/TESD.

As far as previous work effort on the Social Norms Campaign, the group felt it was a good idea to take a step back from moving ahead to focus groups with Krisp Communications. It was discussed that Krisp Communications may continue to be involved with the production of materials.

Discussion began about funding of this new direction. TESD stated they could help with some. It was suggested to ask for Corporate and parent assistance.

Recap: Recent Events

ARCH Townhall meeting, October 24

It was agreed that this was a very successful meeting! The publicity to help increase attendance was great.

Officer Jim Mutter is the draw and is a wonderful speaker. He is real and knows his stuff. It was felt that there were a good number of Middle School parents in attendance. The feeling was that parents took ownership and that they felt they needed to be responsible.

It was felt there was less of "What is the School District doing?" than in previous meetings and that ARCH was good about turning it into a Community issue, not a School District issue.

While parents may not be attending ARCH meetings, the feeling was that they were networking more and understanding that it is okay to call other parents to check on their children.

Unfortunately, due to the fact that the Easttown Library was closing promptly at 9:00 the evening of the meeting, we felt rushed out. It was nice to have a change of venue, however. For future meetings, try to reinforce ARCH meetings and have a review at

the end. Also, it was great to see the increased number of people there, but keep comments brief, as they won't stay.

Thom Stecher, Speaker, November 5

This was another very successful meeting and there was great publicity for this event, including front-page coverage! There were about 120-125 people in attendance. Thom Stecher was very dynamic and insightful. He graciously acknowledged ARCH at the beginning of his presentation and praised them for their many years of hard work in helping to protect our children against drug and alcohol use and abuse.

Feedback centered on increasing space as people were standing. Also, there was an Evaluation Form that some people did fill out. Next time, before the meeting, ARCH should place one on each seat for attendees to fill out.

Additionally, the title of the presentation, "Communicating with your Teen. Can we talk?" didn't quite match with that given. However, the feeling was that it all led back to communication.

Suggestions were given about more presentations from Thom Stecher and included such topics as "parents and kids talking together – a group interaction" or "How parents can talk with other parents".

Upcoming Dates to Remember

On November 11, 9:15 a.m., Berwyn United Methodist Church will be presenting a talk by Dr. Joseph Troncale, "Addiction as a Brain Disease".

The next Community ARCH meeting will be held on Wednesday, December 5, 8:30 – 10:00 a.m., ESC Building. Gaudenzia will give a "Meeting Highlight".

Finally, E. Moeller will contact Thom Stecher to explore possible dates for a spring event.

The meeting concluded at 10:00 a.m.

Respectfully submitted,
Michele Murphy