

Marshall Child Development Center January Membership Meeting

MCDC Board of Directors

President – Matt McSavaney

Vice President – Logan Ojermark

Treasurer – Doug Trent

Registrar – Chelsea Keeton

Secretary – Jordan Whetstone

Member-at-Large – Kayla Daniel

Member-at-Large – Delphine Duquette

2/2/2026





Membership Meeting Agenda

Welcome

3-Month Look Ahead

Board of Directors

Management Team

Q&A

- Welcome & Gratitude
 - ▲ Welcome to Ebony Hickson, our new Business Assistant
- 3-Month Look Ahead
- Board of Directors Report
- Management Team Report
- General Q&A
- Adjourn for Exec Topics



3-Month Look Ahead

Welcome

3-Month Look Ahead

Board of Directors

Management Team

Q&A

● February

- ▲ Valentine's Raffle Fundraiser through 2/13
- ▲ President's Day, 2/16 **CENTER CLOSED**
- ▲ Scholastic Book Fair & Dr. Suess Week, 2/23-27

● March

- ▲ Read Across America, Entire month
- ▲ Daylight Savings begins, 3/8

● April

- ▲ MCDC Egg Hunt, 4/3
- ▲ Cap & Gown Photos, 4/9
- ▲ Week of the Young Child, 4/20-24
- ▲ Center Clean Up Day, 4/25

MCDC

Valentine's Day

RAFFLE

MCDC is hosting a raffle to win a Valentine's date!
Each Valentine's package contains:

Gift Card to a local restaurant
\$25 visa gift card

Raffle
ends
2/13

1 TICKET \$15
OR
2 TICKETS \$25

cash or check payable to MCDC
see Rhonda, Melissa, or Misty

Funds will go towards Staff
Appreciation Week!
Let's show our staff love!





Board of Director Report

Welcome

3-Month Look Ahead

Board of Directors

Management Team

Q&A

- Board of Directors Report
 - ▲ President – Matt McSavaney
 - ▲ Vice President – Logan Ojermark
 - ▲ Treasurer – Doug Trent
 - ▲ Registrar – Chelsea Keeton
 - ▲ Secretary – Jordan Whetstone
 - ▲ Member at Large – Kayla Daniel
 - ▲ Member at Large – Delphine Duquette



MCDC Advertising Strategy

Welcome

3-Month Look Ahead

Board of Directors

Management Team

Q&A

• Internal Awareness on Redstone & MSFC

- ▲ **Flyers in high-traffic areas:** Break rooms, 4203 building, gym, Fox Army Medical Center, NASA Medical Center.
 - ◆ Design one professional flyer that can be reused across locations.
 - ◆ Include QR code linking to enrollment info or waitlist form.
- ▲ **Partner with Team Redstone affiliated agencies and contractors**
 - ◆ Include MCDC in onboarding materials
 - ◆ Coordinate waitlists with Army CDC overflow subsidy programs
- ▲ **Redstone Rocket:**
 - ◆ Submit a feature story or take out a small ad (cost-effective compared to external media).
 - ◆ Highlight MCDC's unique value (NASA-affiliated, proximity, quality care).
- ▲ **Marshall Community Resources Facebook Page:**
 - ◆ Post updates about openings, waitlist, and special programs.
 - ◆ Use engaging visuals and short captions.

• Local Community Outreach

- ▲ **Partner with pediatricians & OB offices:**
 - ◆ Drop off flyers or small cards for waiting rooms.
 - ◆ Target parents-to-be and new parents.
- ▲ **Social Media Parent Groups (Huntsville/Madison):**
 - ◆ Join local Facebook groups for parents and post about openings.
 - ◆ Keep messaging informative, not promotional (e.g., "NASA-affiliated childcare option available").
- ▲ **Word-of-Mouth Campaign:**
 - ◆ Encourage current parents and staff to share posts.
 - ◆ Offer a small incentive (e.g., recognition in newsletter) for referrals.

• On-Campus Visibility

- ▲ **Signs/Banners at MSFC:**
 - ◆ Place temporary banners in approved areas (near entrances, parking lots).
 - ◆ Keep messaging simple: "Looking for childcare? MCDC has openings!" + QR code.

• Content & Messaging

- ▲ **Create a single digital toolkit:**
 - ◆ Flyer template (PDF)
 - ◆ Social media post graphics
 - ◆ Short blurbs for emails/newsletters
- ▲ **Highlight key differentiators:**
 - ◆ NASA-affiliated
 - ◆ Convenient location for MSFC and Team Redstone employees
 - ◆ Accredited high-quality care and curriculum

• Proposed Approach

- ▲ Board Member partners with Management Team in refining, implementing, and overseeing plan
- ▲ Estimate this can be done with a concerted 3-month effort.
- ▲ Reuse content for at least 6 months to avoid constant redesign.

• Specific Tasks

- ▲ Design flyer, banners, and social media graphics.
- ▲ Distribute flyers to internal and external locations.
- ▲ Post on FB page and parent groups.



Enrollment

Welcome

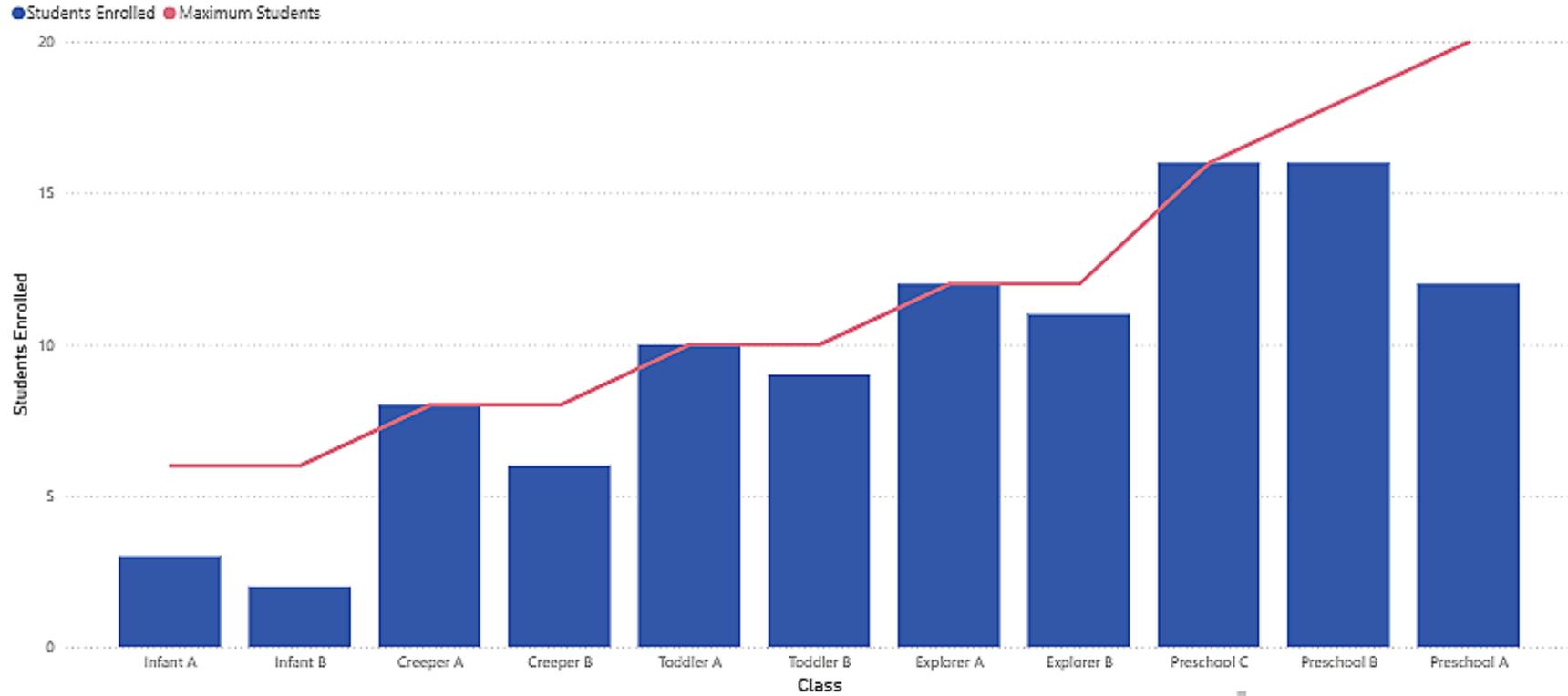
3-Month Look Ahead

Board of Directors

Management Team

Q&A

Students in Each Class



83.3%
Enrollment Rate

February --
Offers sent: 5
Offers Accepted: 2

Filters





Waitlist

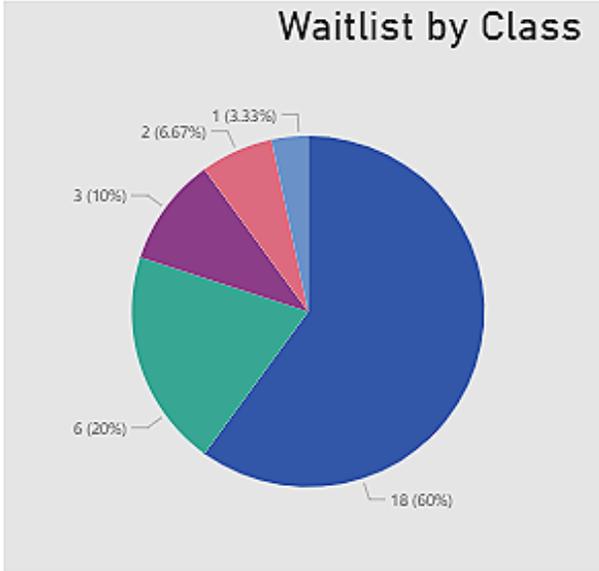
Welcome

3-Month Look Ahead

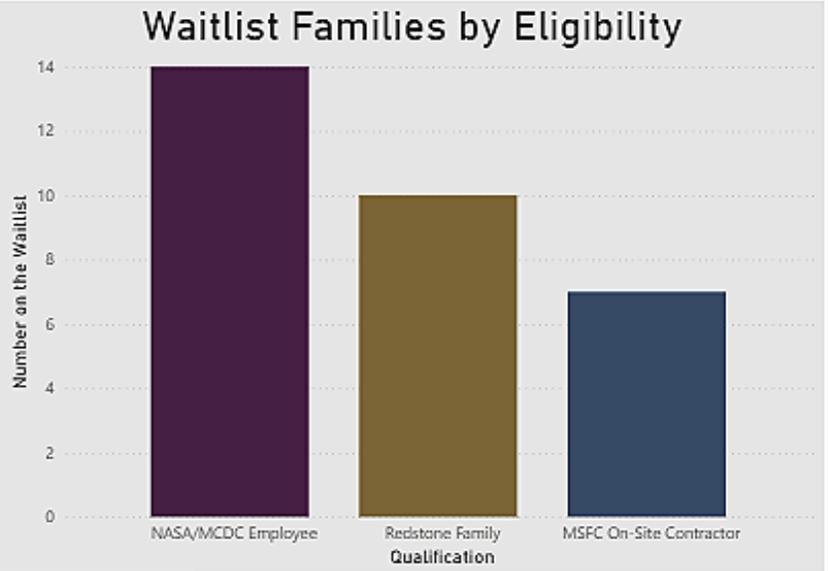
Board of Directors

Management Team

Q&A



- Class**
- 1. Infant (6wk - 8mos)
 - 2. Creeper (7Mos - 14mos)
 - 3. Toddler (12mos - 24mos)
 - 4. Explorer (2 - 3yr)
 - 5. Pre-C (3 - 3.5yr)



Families on the Waitlist
33

Filters



Family Survey Proposed Schedule

Welcome

3-Month Look Ahead

Board of Directors

Management Team

Q&A

- 2/13 – Family Survey Drafts Proposed using Google Forms. Send out to Management Team/Board for suggestions/comments prior to next meeting
- 2/27 – Comments/Suggestions due from Management Team/Board
- 3/13 – Present Family final survey for last minute tweaks and send out to families following board meeting
 - ▲ Allow 3 weeks to respond – responses due by 4/3
- 4/6 to 4/10 – Gather results into digestible format with Chelsea’s help
- 4/13 to 4/16 – Internal Board meeting to review findings
- 4/17 – Executive session with Management Team to discuss survey findings and propose corrective actions
- 4/24 – Present summarized results/corrective actions to membership
- Goal of 4/24 to present summarized results so that any preschool membership can review findings prior to graduation



Staff Survey Proposed Schedule

Welcome

3-Month Look Ahead

Board of Directors

Management Team

Q&A

- 2/27 – Staff Survey Drafts Proposed using Google Forms. Send out to Management Team/Board for suggestions/comments prior to next meeting
- 3/13 – Comments/Suggestions due from Management Team/Board
- 3/27 – Present staff final survey for last minute tweaks and send out to staff following board meeting
 - ▲ Allow 3 weeks to respond – responses due by 4/17
- 4/20 to 4/24 – Gather results into digestible format with Chelsea’s help
- 4/27 to 4/30 – Internal Board meeting to review findings
- 5/1 – Executive session with Management Team to discuss survey findings and propose corrective actions
- 5/8 – Present summarized results/corrective actions to Membership
- Present corrective actions/goals from staff survey at the staff training day on May 22



Management Team Report

Welcome

3-Month Look Ahead

Board of Directors

Management Team

Q&A

- Management Team Report
 - ▲ Director – Rhonda Chambliss
 - ▲ Deputy Director – Melissa Boylen
 - ▲ Assistant Director – Misty Holloway



Open Floor Q&A

Welcome

3-Month Look Ahead

Board of Directors

Management Team

Q&A

Questions?

Blue Comment Box in Lobby

Contact us at: msfc-mcdc@mail.nasa.gov



Recent Enrollment

Welcome

3-Month Look Ahead

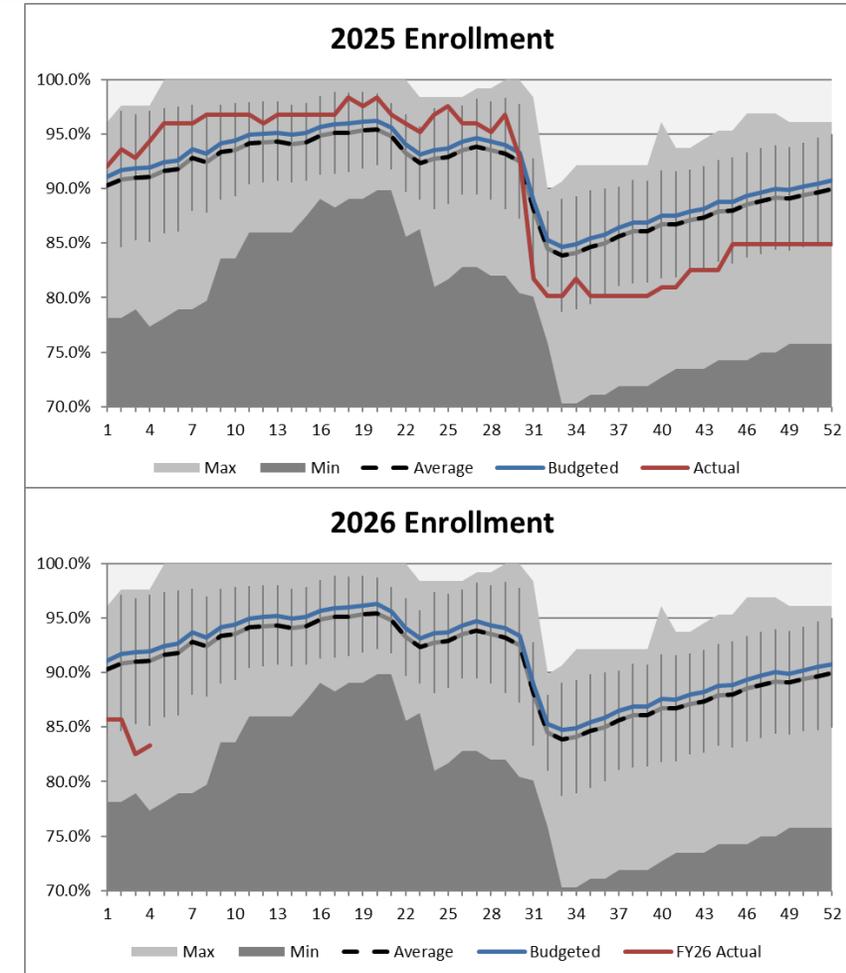
Board of Directors

Management Team

Q&A

- Enrollment in the later half of 2025 remained below average
 - ▲ Still within one standard deviation
- Current enrollment levels are low, but not the lowest in history
 - ▲ Enrollment starting 2026 is greater than one standard deviation below historical average
 - ▲ Roughly 5 other years in the last 20 years that have had years that started this low
 - ◆ 2011, 2012, 2013, 2014, 2021

Constellation Cancellation COVID-19



2/2/2026



Historical Enrollment

Welcome

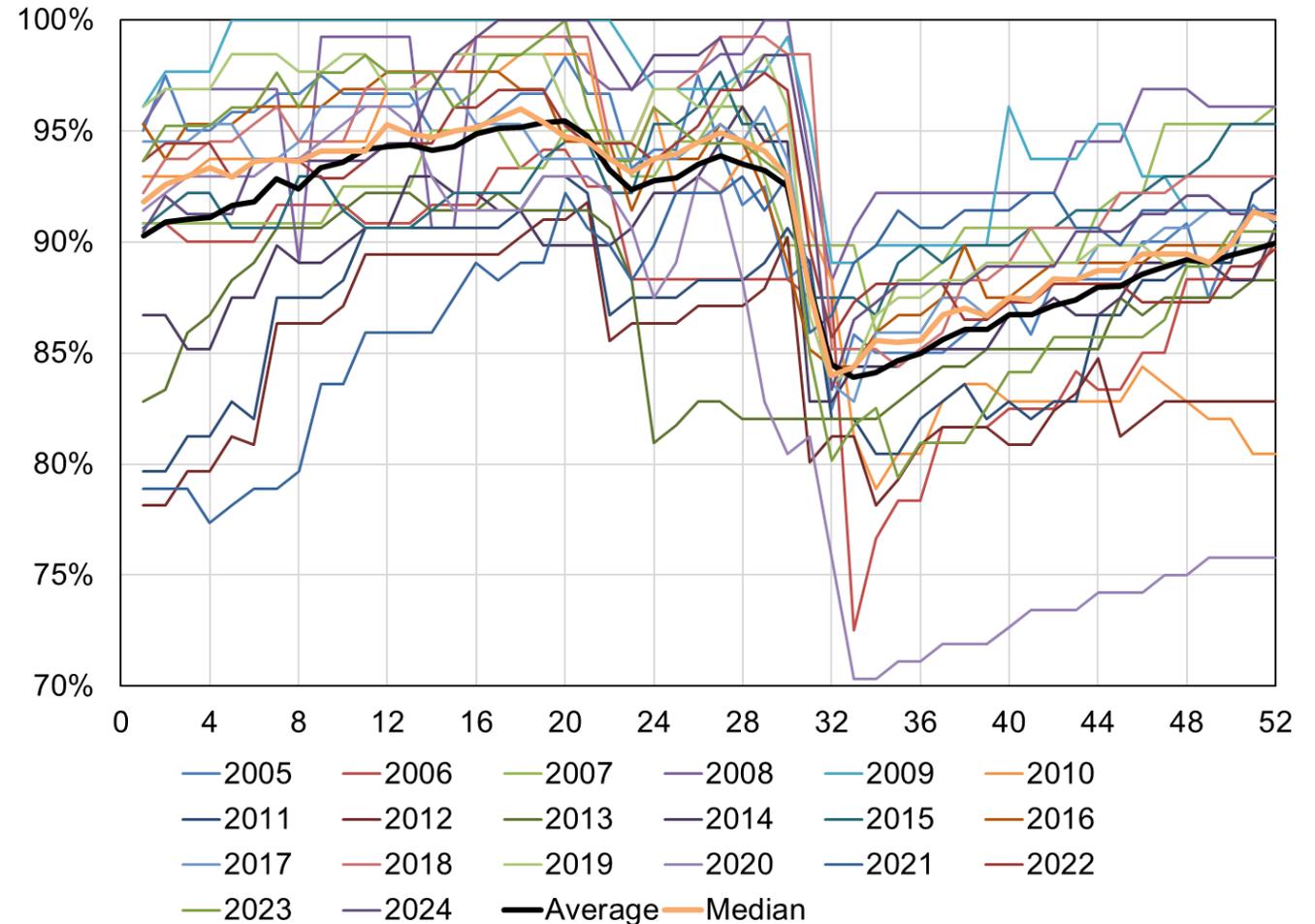
3-Month Look Ahead

Board of Directors

Management Team

Q&A

- Average annual enrollment is the primary metric used to estimate income for annual budgeting process
 - ▲ Week-to-Week enrolment over the years varies significantly
 - ▲ Many examples of years that started out significantly below the average but recovered and had roughly average years





Tuition History

Welcome

3-Month Look Ahead

Board of Directors

Management Team

Q&A

- Historically, tuition rates have followed a very predictable rate of increase
 - ▲ In the mid 2010's inherent budgeting processes began targeting zero tuition growth in fixed year dollars
 - ▲ This inherent process resulted in unsustainability that is now the burden of today
- Tuition rate increases in percentage of the tuition rate have remained relatively consistent

