

Marshall Child Development Center March 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 – Vacant

3/30/2026





Membership Meeting Agenda

Welcome

3-Month Look Ahead

Board of Directors

Management Team

Q&A

- Welcome & Gratitude
- 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

- April

- ▲ MCDC Egg Hunt, 4/3
- ▲ Call for Board Nominations, 4/7–4/16
- ▲ Cap & Gown Photos, 4/9
- ▲ Week of the Young Child, 4/20–4/24
- ▲ General Membership Meeting, 4/24 **VOTE**
- ▲ Center Clean Up Day, 4/25

- May

- ▲ Staff Appreciation, 5/4–5/8
- ▲ Mother's Day Store, 5/6
- ▲ Anniversary Picnic, 5/8
- ▲ Muffins for Moms, 5/8
- ▲ Photos with SRP, 5/12–5/14
- ▲ Training Day, 5/22 **CENTER CLOSED**

- ▲ Memorial Day, 5/25 **CENTER CLOSED**

- ▲ Preschool Graduation, 5/29

- June

- ▲ New Board Term Begins, 6/1
- ▲ Father's Day Store, 6/17
- ▲ Donuts for Dads, 6/18
- ▲ Juneteenth, 6/19 **CENTER CLOSED**



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 – Vacant



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
 - ▲ Business Assistant – Ebony Hickson



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



Family Survey Proposed Schedule

Welcome

3-Month Look Ahead

Board of Directors

Management Team

Q&A

- 2/27 – Family Survey Drafts Proposed using Google Forms. Send out to Management Team/Board for suggestions/comments prior to next meeting
- 3/30 – Comments/Suggestions due from Management Team/Board
- 3/30 – Present Family final survey for last minute tweaks and send out to families following board meeting
 - ▲ Allow 3 weeks to respond – responses due by 4/17
- 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
- Goal of 5/8 to present summarized results so that any preschool membership can review findings prior to graduation (5/29)



Staff Survey Proposed Schedule

Welcome

3-Month Look Ahead

Board of Directors

Management Team

Q&A

- **3/31** – Staff Survey Drafts Proposed using Google Forms. Send out to Management Team/Board for suggestions/comments prior to next meeting
- **4/9** – Comments/Suggestions due from Management Team/Board
- **4/10** – Present staff final survey for last minute tweaks and send out to staff following board meeting
 - ▲ Allow 3 weeks to respond – responses due by 5/1
- **5/4 to 5/8** – Gather results into digestible format with Chelsea’s help
- **5/11 to 5/14** – Internal Board meeting to review findings
- **5/15** – Executive session with Management Team to discuss survey findings and propose corrective actions
- Present corrective actions/goals from staff survey at the staff training day on May 22
- **6/5** – Present summarized results/corrective actions to Membership



Board Service: Level of Commitment

Welcome

3-Month Look Ahead

Board of Directors

Management Team

Q&A

- Most positions are about 5 to 10 hours in a month. Sometimes that can surge.
- You'll navigate competing priorities: families who want different things, staff who need support, budgets that don't stretch far enough, and policies that sometimes feel at odds with common sense.
- Board service means learning to make the best decision you can with imperfect information.



Board Service: Five Principles

Welcome

3-Month Look Ahead

Board of Directors

Management Team

Q&A

Real Impact with Meaning and Purpose

Accountability Rests with You

You're Not Alone

Growth is Guaranteed (But So Are Challenges)

Leave It Better Than You Found It



Board Service

Welcome

3-Month Look Ahead

Board of Directors

Management Team

Q&A

“Blessed Are Those Who Plant Trees Under Whose Shade They Will Never Sit In”

That's the legacy of Board service.



Enrollment

Welcome

3-Month Look Ahead

Board of Directors

Management Team

Q&A





Waitlist

Welcome

3-Month Look Ahead

Board of Directors

Management Team

Q&A





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.