

Marshall Child Development Center May 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

5/29/2026





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

- May
 - ▲ Pre-A 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**
 - ▲ MSFC's "Bring Your Kids to Work" Day, 6/26
- July
 - ▲ Independence Day Parade, 7/1
 - ▲ Independence Day Obs., 7/3 **CENTER CLOSED**
- August
 - ▲ Center Clean Up Day, 8/15



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
 - ▲ Secretary – Jordan Whetstone
 - ▲ Member at Large – Kayla Daniel
 - ▲ Registrar – Chelsea Keeton
 - ▲ Treasurer – Doug Trent



Ave Atque Vale (“Hail and Farewell”)

Welcome

3-Month Look Ahead

Board of Directors

Management Team

Q&A

Ave!

Samantha Teague – President

Logan Ojermak – Vice President

Doug Trent – Treasurer

Tamara Statham – Registrar

Kayla Daniel – Secretary

Heather Keplinger – Member-at-Large

Savanna Lyles – Member-at-Large

Vale!

Jordan Whetstone

Chelsea Keeton

Delphine Duquette

That Other Guy



Operating Policy Updates

Welcome

3-Month Look Ahead

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Management Team

Q&A

- **Why:** consolidate lessons-learned since 2025, incorporate approved directives
- **How:** Drafted by current Board/Board-elect members over course of 4 review sessions
- **What:** Board to Vote on these changes:
 - ▲ **Management Team Descriptions:** Adding functional descriptions for Management Team roles which defines the "On-site Supervisor" chain of command process, and includes the addition of Business Assistant role, which serves as the primary point of contact for tuition billing, payroll processing, benefits, onboarding, and financial recordkeeping.
 - ▲ **Board Code of Conduct:** Added a comprehensive section covering, Fiduciary Duties, Conflict of Interest, Confidentiality, Solidarity ("One Voice"), Respecting Staff Boundaries, Professionalism, and Enforcement.
 - ▲ **Health and Safety (No-Idling):** Incorporated no-idling policy in the MCDC parking lot and drop-off zones to protect respiratory health per NAC requirements.
 - ▲ **Tuition Pause for Furloughs:** Incorporated directive for formal "Tuition Policy Regarding Government Shutdowns" allowing the MCDC leadership team to pause payments in 4-week increments for affected members based on available reserves.
- **When/Where:** If approved, then post the document online and formally notify members of the changes within two weeks.



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





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



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.