

# INTERN COMMITTEE MEETING

November 13, 2023

Normandale Conference Room

5:00 - 6:00 PM

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Meeting Called by: Charlotte Taubel

Note Takers: Charlotte Taubel / Kristen Angel

Attendees: Chris Holden, Anne Jennen, Mayssa Mouawad, Kristen Angel, Charlotte Taubel

Not In Attendance: Tracy Schaefer, Angie Lapensly, Elen Gilder, Adrian Reenshuler

## Meeting

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**5:00- October meeting [minutes](#) approved:**

**Charlotte**

Motion to approve: Charlotte

Second the motion: Kristen

### - General Updates

- Intern Committee Open Positions: Intern Communications Director; Intern Volunteer Coordinator. See job descriptions and sign-up [here](#)
- Intern FAQs - updated the first two with Sharon Norlander. The last two will be updated by January
- Hosting FAQ - Charlotte only cleaned up the document but we should expand it as needed to use for Rally Month
- Gala - interns had a great time and were happy to meet families.

**5:05- Social**

**Anne**

- Date of EHS Musical event moved to 11/30

### - Host Families

**Charlotte**

- Charlotte and Adrian hosted spring host orientation on Nov. 6 and are doing spring hosts home visits this week

## 5:10- Rally Month

Mayssa/Kristen

Charlotte: Teachers' Feedback from NLT meeting: they're happy to post in their weekly newsletters to parents. We need to create prompts but they will personalize. Time during the January staff meeting for them to make those. Teachers would welcome a kickoff coffee/pastries event rather than "rewards."

**Rally Month Branding** - Charlotte will check on budget

- New logo!
- Update yard signage, email template design, social media frame
  - Print with best price (school does not have)
- 20 yard signs

### Competition ideas - what works?

- Teachers: Use their weekly email to parents. Personalized to their students. They need prompts for what to fill in and write about. Their intern is also happy to write a blurb. Grade level teachers will rotate for each week to see the story. They also said interns are happy to take a video and post within their email.
- Teachers want an up-front reward. They want coffee and pastries (first friday at their meeting). Message - thanks for the help this month; we are kicking off rally month. Chartwells may be able to provide all coffee and donuts.
- Chris will find out cost of food and beverage for this initiative
- Wednesday Jan 10 - staff meeting 3:30pm. Fill out the email blueprint (sharing intern motivational stories) at this meeting.
- Grade vs grade: What grade can get the most signups? Can the grade get extra recess? What can we offer the entire grade as a prize? OR - Class prize: Special treat for class who wins most intern hosts. Pizza? Donuts?
- Instead, gift a movie day or celebration, or milk and cookies.
- Draw names: weekly drawing starting in January. Offering a \$10 target gift card for family signups (assign winner to child)
  - Will be done internally in the school Friday video ("Normandale News"). Social media videos can be adults. Kid gets to be highlighted.
  - No gift card; only show kid drawing names and adding to the eiffel tower.

### Social

#### PTO facebook and Instagram:

- Tuesday card: Ask me anything about hosting!
- Post videos of parent adding names to the Eiffel tower/goal tower (kids to post in internal school friday video)
- Testimonial videos

**Campaign Schedule** – Will connect with Sheri to confirm communication calendar

Week of Dec 11: Schoolyard signage  
Mon Dec 18: Teaser email  
Mon Jan 8: second email  
Fri Jan 12: **THEME pajama day**  
Mon Jan 15: third email  
Thu Jan 18: **THEME Edina day**  
Tue Jan 23: fourth email  
Fri Jan 26: **THEME French day/Crepe day - stamp kids hands who's hosting**  
Mon Jan 29: fifth email  
Fri Feb 2: **THEME Wacky day/celebration day (mylar balloons; no nylon). Chris to do something fun; perhaps color his hair)**  
Mon Feb 5: Final email with final numbers and thank you list

Email content will include teacher testimonials, family testimonials and previous intern testimonials. Also will feature competitions and historical facts of the intern program.

Confirm number of interns: 28. We need 56 families, plus 12-16 alternate families, minimum.

Class parties (before Christmas):  
Put out signage asking parents if they have considered hosting an intern.

**Ideas for 2024 GALA:**

Ask who is thinking about signing up for next year? Encourage during the bidding.

- Gala swag: lights for 2025-2026 hosts  
NEED 56 HOSTS, 12-16 alternates (6-8/semester). For 28 interns

Motion to Adjourn Meeting: Charlotte Taubel

2nd motion to Adjourn Meeting: Mayssa

**Meeting adjourned**

**Next Meeting: December**