McLean Community Center
The Center of It All

2025 - 2026 MCC Governing Board
Programs & Community Engagement Committee
December 10, 2025 5:30 p.m.

MINUTES

Committee members present:	Ron Keesing; Doug Jeffery; Katie Gorka; Liz Lawson; Venita Wang; Anna Bartosiewicz
Committee members absent:	Katie Myshrall; Gloria Marrero Chambers; Kathleen Cooney Porter
Other Board members present:	None.
MCC Staff present:	Betsy May-Salazar, Executive Director; Jonathan Melendez, Deputy Director; Holly Novak, Executive Assistant; Mike Fisher, General Programs Director; Erin Bieger, Instructional Programs Manager; Sarah Schallern Treff, Performing Arts Director; Danielle Van Hook, Director of Youth Theater Programs; Jessica Wu, Director of Marketing and Communications; Matt Hockensmith, Comptroller; Cayla Hall, Coordinator – Youth Theater Programs; Jennifer Garrett, Technical Director
Guests:	None.

CONVENE MEETING

In Committee Chair Gloria Marrero Chamber's absence, Board Chair Doug Jeffery convened a meeting of Programs & Community Engagement Committee of the Governing Board of the McLean Community Center on December 10, 2025, at 5:36 p.m. The meeting was open to the public attending in-person. Announcement was made about audio-recording for purposes of Minutes. With no changes requested, the agenda was adopted by acclamation.

In-depth analysis was presented by department managers - focusing on goals, scope and target audiences for MCC programs. The main points are summarized below, along with questions and comments expressed by board members.

INSTRUCTIONAL PROGAMMING – Overview of Goals, Scope & Target Audience

**remarks by Instructional Programs Manager Erin Bieger*

Instructional categories: Classes (infant – adults): ages 3 months up to adults 18+; week-long camps: youth ages 8-14; Workshops: adults 18+- offered through partnerships with various community organizations.
Seniors in Action (active older adult community; 400+ members age 65+ (Mon.-Fri. programming; lifelong learning)
GOAL: To deliver inclusive, joy-centered programs tied directly to feedback from the community. New offerings are in direct response from the community survey input and word-of-mouth in talking with the patrons.

Alignment with MCC's strategic plan is thorough.

BE VISIBLE: Collaborate with the PIO to develop marketing materials to enhance outreach, while partnering with local organizations to better partnerships. We work with PIO to promote MCC's instructional programs and enhance our outreach to boost enrollment. We partner with local organizations to promote MCC's programs – including many senior living communities in our area. We aim to bridge gaps: though MCC is not a senior center, we intend to provide programming that is inclusive to residents in our community partnerships.

WELCOME ALL OF MCLEAN AND ITS COMMUNITIES: We carefully adjust for individual needs, especially of children and youth. A mother reached out about enrolling her child in a Math/STEM class looking for support regarding child with autism. We worked together with the instructional vendor and parent to be able to provide two instructors for that class so the child was able to participate in all 8 lessons at MCC and he loved it! A key mission: we believe every kid deserves to learn while being here. We are very cognizant of needs of our parents and children and we take pride in providing a welcoming space for all.

INVITE DISCOVERY: We foster discovery by listening to our patrons, actively responding to feedback, and add programs that reflect their needs. Recent community feedback surveys showed interest in a walking club. Starting in Fall 2026 we have a vendor who runs a walking club in McLean – through parks and neighborhoods (8-10 session span for participants). More STEM/robotics classes will start in Winter/Spring 2026 – partnering with a new vendor to provide two different classes.

SHOWCASE EXCELLENCE: We showcase excellence by delivering exceptional customer service. Every interaction is an opportunity to create a positive experience and reinforce our commitment to quality programs. Reinforcing our customer service commitment to all who come here - speaking to them as they arrive for classes; providing toys for children to play with; sitting down with patrons to converse; teaching SIA members how to use their iPhone; making sure they have a positive experience at MCC every time they step in and out.

MODEL SUSTAINABILITY AND GOOD STEWARDSHIP: We attempted Climate Fresk workshops. We are looking ahead to Earth Day in April 2026 to offer more environmentally friendly programs. In SIA, we eliminated coffee cups - providing everyone with a personal reusable tumbler to use for water and coffee.

Classes: 206 TOTAL classes offered September through November; many touchpoints from the community coming in for various classes and workshops: workshops; dance; theater; music; fitness; enrichment; dog training; dance; cooking; chess. Average class size ranges 8 to 20 participants. **All classes and vendors have different minimums & maximums that MCC seeks to maintain to make sure we are providing quality programming. Our top goal is to never overfill a class, so as not to deteriorate the experience for any participant.** We sometimes offer multiple classes or perhaps adjust the minimum/maximum in consultation with the instructional vendor. In looking at class attendance, we always consider implications for advance planning of the next semester and continuous evaluation.

Attendance touchpoints (how many people come into MCC): September through November > 6,000+ touchpoints for youth; 2000+ touchpoints for adults – not including any SIA members. Art in Motion (dance vendor) has over 430 students enrolled in dance classes = 4,000+ touchpoints. Next biggest category is Music Together. Adult Fitness (M-F; *not* SIA) has significant waitlists, but we only have two spaces to accommodate these class (Shelp – 22 people maximum; Rehearsal Hall downstairs – 16 people maximum). Our goal is not to jam-pack classes to make sure each person has a good experience.

Front Desk interactions > making a personal connection. We always say "good morning" at the front desk; helping with an account issue; stopping by the class to see how it's going; taking pictures of the classes; interactions in registration conversations - many touchpoints.

SIA (Seniors in Action): a variety of lifelong learning options; physical and social activities for our members. 400+ people on e-mail distribution list (an e-mail is sent every week – daily updates; monthly calendars). Those 400 don't come to MCC all at once! Typical attendance is 60-80 people per week throughout all the different sessions. October 2025 had 960 total interactions – the highest engagement in SIA! That is impressive because they are only here M-F for about 4-5 hours. They are an amazing group! *Background:* SIA has grown and transformed since its start. **When we removed the membership fee wall and reduced the price threshold for SIA we gained participation. Now all options are either FREE or small costs associated with activities to adjust for demand since there are so many people who want the classes and SIA events.** There is strong demand, and we are blessed to be able to provide it to them. It's definitely growing by word-of-mouth in the community.

Question: Do we have numbers on how many unique participants there are in SIA? How many unique members of our community are coming in? Because the numbers shown by month are participation – so if the same person came to five classes, that would show five times.

ACTION: Yes, we have 400+ people who have signed up. We keep track of categories of SIA classes - fitness classes (SAIL; Forever Fit classes); game series (Mah Jongg, Bridge). Some enrollment is done through registration in ACTIVE but much is still done by paper sign-up sheets. Some come for exercise twice a week. Others only attend once per week to play Mah Jongg. A percentage of the 400+ are actively here; they sign-up for different things.

Minimums and maximums: Most vendors have a contracted minimum they need to move forward. We try not to run any classes having six people or less. The minimum depends on the vendor. For example, Art in Motion has 30 classes each semester. If enrollment is below her minimum in one class, Allie is still able to run it. But for a smaller vendor who only offers two classes per semester, there is less flexibility. We work with PIO department to advertise low-enrollment classes.

If below minimum and we end up having to cancel, we try our best to communicate with parents/participants. Sometimes we lower the enrollment in a class for a given reason (such as a child with special needs). We work with the parents to meet them where they are to facilitate participation in the class.

Continuous improvement process: Minimums and maximums are carefully measured - not to exceed room capacity, for safety reasons and for enjoyment of the experience. Sometimes we must cancel a class. Our aim is to preserve enjoyment so everyone has a positive experience. We work with the vendors individually to plan the correct usage of the room. We study participation numbers and make necessary adjustments. We receive feedback from parents and respond appropriately.

Chair Doug Jeffery thanked Erin Bieger for the informative presentation!

PERFORMING ARTS PROGRAMMING - Overview of Goals, Scope & Target Audience
**remarks by Performing Arts Director Sarah Schallern Treff and Director of Youth Theater Programs Danielle Van Hook*
MCC's Performing Arts department offers many programs; each has unique circumstances and attendance goals.
Typical season: approx. 20 professional performer productions (September-June); 7-8 shows for MCC tax district schools (field trips); outdoor summer concerts in June, July; approx. 30 film screenings (foreign language; performing arts movies); several youth participatory programs: Unruly Theater Project (UTP) -our professional teen improv company, Spring show (local students), Macdonald Performing Arts Scholarship, improv classes for kids offered every semester.

We also have 50+ days of management for our community arts program - McLean Community Players (rehearsals; performances). We offer a certification program for anyone who wants to volunteer to work in the theater – to learn technical skills. Our wonderful tech staff provide one-on-one training. We also have partnerships and rentals: dance class showcases; Camp Shakespeare; Safe Community Coalition presentations; and several private rentals.

YTD attendance for presented shows; school shows; chamber music; movies; summer concerts; community arts (FY26):
Fall tends to be lighter in presented programs because of seven Fairfax County holidays. Major MCC events (Antique Show; Holiday Craft Show; ArtFest; PetFest) take over the whole building and impacts parking and therefore limit options for use of The Alden Theatre. We don't want to compete with ourselves and we don't want people to not be able to find parking.

Annually, these shows represent a mix of artistic genres and targeted age ranges to create a season that is balanced, diverse and high quality.
*We aim to provide something for everyone – but everything isn't for everyone. We offer the very best performances that are currently touring. We look for things having a broad appeal, such as magic, cirque, popular titles, recognizable names, as well as things that are new, exciting or otherwise significant but may not have as wide appeal.
*We analyze attendance trends from previous years and look for artists similar to other high-attendance shows. Attendance goals differ by show. Maximum capacity in The Alden is 383 seats but our goals are not necessarily reflective of full capacity. On shows with a broad appeal, we anticipate a near sell-out (projecting approx. 350 attendees), while some programs are more niche and work better with smaller audiences.
Question: For the year, you are at about 95% attendance. That's very impressive. It's been a good year so far!

*School shows: Last season, we expanded the school shows series. We anticipated needing three years to refine the goals of this program and more accurately estimate the number of shows per season and anticipated attendance. Last season was Year One. We experimented with offering as many shows as possible – scheduled at different times of the day and in different seasons to determine what the schools would prefer. Shows were selected from performers who were already appearing in our regular Alden season. From those, we arranged a mix of age ranges and genres.

Lessons learned: 10 a.m. is the best time. Trying to do two school shows in one day is very difficult (handling crowds of kids; managing traffic flow of school buses in parking lot). Fall timing for lower elementary schools is difficult – nearly all schools go to pumpkin patch. We need to share information with the schools during the school year. Regarding school schedules: the schools are not allowed to travel on days when they are open but there is a religious observance. Also, no travel on early release days (which vary by school). Holidays and teacher workdays = almost 50 days in a school year where we can't program a show. Our seating capacity is 383, but we usually only take reservations up to 325 in case the schools are under-estimating their counts.

We have higher registration numbers for most of the remaining shows this year, so should be closer to our overall estimated attendance by end of season. Information learned this year will inform Year Three - what works and what doesn't work. We understand it will take a while to get the message out to schools that The Alden is an excellent option for a field trip experience once or twice per year. PIO team has been very helpful in making ongoing connections with the schools.

Chamber music: our goal is to feature professional performers and to be good stewards of MCC's resources. Attendance goals are lower for these concerts; however, the audience for these performances is growing. **GOAL: We aim to make chamber music accessible to all audiences while showcasing local and regional musicians.** Ticket prices are intentionally low to make these concerts more accessible (people can try out chamber music, bring kids, etc. with little financial risk). We've gradually expanded chamber music offerings from very traditional concerts in previous years, to now include vocalists and instrumentalists and a broader range of musical genres beyond strictly classical music – still using the instruments associated with classical music, but different genres. Please come to our MLK, Jr. celebration on January 18, 2026 – that will be a great opportunity. And this year we have a performance targeted specifically for young audiences.

*Because McLean audiences are so well-educated and curious, we intentionally bring in musicians who can also speak about what they are playing - talk to the audience and explain their art. We benefit from having many educators/professors and performing artists nearby because of MCC's proximity to Peabody Institute of The Johns Hopkins University in Baltimore.

Summer concerts (last two weeks of June; all of July) – in McLean Central Park pavilion: We made many changes this year - now concerts are on Thursdays at 7:00 p.m. with a dessert vendor. We also added themed activities.
GOAL: Each concert will be appropriate for all ages, but individual concerts might not be for everyone. We want the very best performers who are currently touring. We look for things that will have a broad appeal and are a variety of musical genres and may appeal to a variety of different age groups. We pay attention to attendance records from prior years. In anticipation of the new pavilion, we programmed shows that were bigger than we had in the past. We anticipated each show would draw about 300 attendees, with exception of Taylor Swift Tribute (which would probably be our highest attended ever – with 450 people). We were correct – but over 900 people attended the Taylor Swift Tribute performance! We don't have a maximum for the amphitheater space; 300 attendees on a summer night feels awesome. **We must balance several factors: size of the seating area; surrounding grounds close to a major road; library and MCC parking lot capacity; and the lack of nearby water fountains and restroom facilities.**

Comment by Chair Jeffery: Water fountains and lack of bathrooms in McLean Central Park – that is a good take away for Capital Facilities Committee and a longer vision of what might be beneficial to maximize attendance for the summer concert series.

Question: With the changed time and day did it increase participation in the summer concerts?
Yes – overall our numbers for summer concerts in 2025 were much higher than previous years (where we had sweltering heat). The later time doesn't eliminate major heat but audience is not in direct sun and by the end of the show, the heat is tolerable. It's much more comfortable than Lewinsville Park house porch. Thursday night (away from weekend) has brought more attendance and allowed for more diverse age ranges - more families attending. Also, fewer competing activities than on weekends.

Question: One suggestion would be to consider if we can get some water misters or other types of cooling equipment?
We explored this option however, MCP does not have a water source to connect to.

Foreign language films are selected by an audience vote. Movies are a great way to bring excellent programming to the community while using minimal resources of staffing and expense. **GOAL: to bring international films in their original languages to the diverse, well-traveled McLean community.** Fine arts movies are programmed with the goal of exposing McLean audiences to different genres of performing arts movies and their appreciation for them. Foreign language and performing arts movies are seasonally thematic (winter holiday; Halloween). We try to program a family-friendly film for screenings during winter and spring school break. Foreign language film series now includes an evening showing as well as Thursdays at 1:00 p.m.; we have plans for more screenings beyond those two time slots. Usual audience size is 30 people; we have drawn 70 people! There is a loyal core audience with an e-mail list for reminders. **An unexpected outcome is that a community has built-up of regular moviegoers. Not only do they engage with one another about the movie just seen, but they also have made personal connections and formed new friendships – what MCC is all about.**

Question: It's interesting to see that it only has a target of 30 people; I thought that would be a bigger opportunity to draw folks in. Are all the films limited to foreign languages?
No – we have two series: foreign language; performing arts documentaries; filmed stage performances. We also have plans for extra screenings. Both series started out on Thursdays at 1:00 p.m. (which limits attendance, but also benefits audiences who don't get a lot of programming at that time of day). Now it is expanded to Wednesday evenings (once per month double screening of foreign language films). Our moviegoers are surprised to get a seat! We have great reactions from the audience. **We haven't put much marketing resources toward it because it is such low resource usage (little cost other than staff time). We added evening showings last year as an opportunity to increase capacity by marketing it further. It could be something bigger.** There is value in the 30-person 'club' every month as the target audience. However, we there is opportunity to grow this audience by increasing the marketing effort.
Comment by Chair Jeffery: I think we should focus on making people aware that this is here - that this is offered regularly.
That ties into some conversations about MCC possibly joining a film festival or series where The Alden would be one venue - to let those people who are interested in film to become familiar with our venue. Our license prohibits us from advertising the specific films we are showing but we can promote the series.

Community Arts – completely independent organizations that use The Alden Theatre at a very reduced rate. They make their own artistic and administrative decisions; MCC staff lends support and expertise. The original goal was to give community organizations opportunities to participate in the arts (50 years ago). Times have changed – McLean residents are very busy and don't have time to be involved in a production on stage, rehearsing for six weeks. **GOAL: These organizations' role is to provide the community with full-scale productions that would be time-and cost-prohibitive for the MCC produce to itself.** Currently, McLean Community Players is the only community arts group. Several community arts groups previously existed but due to aging participants and declining volunteer interest, after 2020 only McLean Community Players remained. Having too many community groups in past years was very taxing on our staff and internal programming, limiting what MCC could offer. Now we have more open time to bring in other high quality professional acts. We've received many comments about how our programming in The Alden has improved with fewer community groups using the facility.

Attendance goals and qualification: Our attendance goals for community arts groups are based on the booking policy minimums – only looking at ticket sales in the audience (not backstage and the pit). MCP has been doing musicals for the past 3-4 productions; 45% capacity is our booking minimum for McLean Community Players.
Question: What does that mean - your 'booking minimum' for them?
Several metrics apply to remain categorized as a 'community arts' group (to receive all the benefits of lower rental and equipment fees). One such policy is that they must reach at least 45% capacity of The Alden Theatre over their entire run.
Question: Is the goal only based on that 45%? Yes. *So, they are making over the goal by 1%?*
McLean Community Players are making over the goal by 1% (thereby meeting the requirements). After COVID-19, their audiences were fewer and they weren't meeting the minimum. We let it build back up and now MCP is doing well. Their recent two shows have been fantastic.

Usage of Alden Theatre is constant. While people may assume The Alden Theatre is dark, it is NOT. Behind the scenes efforts: setting up the stage; rehearsals; general theater technical preparation; training; summer camps going on; technical preparation for outdoor concerts. Sarah Schallern Treff has developed useful reports showing the total number of hours the theater is in use every month.

MARKETING AND COMMUNITY ENGAGEMENT UPDATE **remarks by Director of Marketing and Communications Jessica Wu*
Our expert PIO team (4 people) focuses on a wide breadth of marketing areas: brand management, social media, digital, website, print marketing, public relations. MCC's social media platforms: Instagram Facebook, X, LinkedIn, NextDoor. We have both MCC and Alden Theatre weekly e-newsletters. We have partnerships with prestigious publications to get on their calendars and in newsletters: *Northern Virginia* magazine. Our amazing graphic designer Dave Craig creates the most magical print pieces: posters in lobby, mailers, fliers, seasonal program guide (our most important marketing collateral).

Activities of PIO department:
1. Monthly strategic planning meetings with all departments – to understand progress on programs and MCC initiatives.

2. Consistent access to various tracking mechanisms for classes (ACTIVE), events (OvationTix) so that we have transparency and understanding of the progress of performances, classes and events programming.
3. Weekly debriefs internally to celebrate successes and understand where there are areas of opportunity so the PIO team can improve on our various projects and public communication initiatives.
4. Daily communication and transparency with all departments.

Jessica Wu has developed an executive level communications dashboard to collect data proactively from various sources (including Hootsuite, Google Analytics, Meta, Constant Contact) - retroactive from January through November 2025.

Insights gathered from the data: 110+ unique print materials have been developed (posters, mailers, fliers, Gov. Board materials, advertisements, parking lot banners, program guide). The program guide takes a lot of work – during most of the year we are working on one or two program guides continuously so they can be printed and distributed on a timely basis.

WEBSITE + SOCIAL MEDIA: Average of 18,000 monthly website users; they spend on average almost 1.5 minutes on our website per user, which is an excellent amount of time according to industry best practice standards. Average newsletter open rate = 62% (40% is industry best practice standard); average monthly posts for social media = 57 average monthly posts on Instagram (about 2 per day); 1% monthly percentage increase of MCC Facebook followers.

Question: Do you always get the same level of engagement? Is two per day considered 'good'?
Yes – because MCC has such a broad breadth of offerings. We must post two per day; sometimes we need to do more (there are areas of opportunity).
Question: From my own personal experience in posting on Instagram as an author, if I post more than once a day it sometimes lowers engagement. Do you find that?
No. It depends on the post and the time (many different factors). The algorithm is very smart and changes all the time, so it's frustrating. A particular thing for one day is not going to be the thing you should be posting the next day. You will never get the same level of engagement. Two per day is good for MCC because we have such a broad range of offerings. Ideally, we could be posting more because there are some things we need to cover a bit more – areas of opportunity.

We are focusing on growth: we've had 2% monthly percentage increase of MCC Instagram followers; on Facebook it is 1%. Industry best practice standard is 5-10% per quarter, so we are on-track for Instagram. On Facebook there are some areas of opportunity for MCC to increase our following – but the growth is where we want to be.

Areas of opportunity to focus on in 2026:
*more social media posting
*increasing our engagement – How can we interact with our audience and communicate with them on a regular basis on social media?
*How can we get to those audiences we haven't historically reached? We are working with the Youth Ambassadors and asking them if they can help with sharing our social media posts to the student demographic.
*We want to strengthen the existing community partnerships: relationships with the schools (to grow the program with The Alden); relationships in the business community; increasing the number of touchpoints we have with various community groups; reaching out to new demographics with different languages that we haven't historically focused on (strategic goals - "Be Visible" and "Welcoming all of McLean")
*Expressing a clear path to MCC's strategic plan – being able to clearly articulate how we do that for every initiative: Create; Connect; Engage; Discover; Inspire.

COMMUNITY FEEDACK SURVEY UPDATE **remarks by General Programs Director Mike Fisher*
GOAL of our Fall Community Feedback Survey: this is intended to work in concert with our Public Hearing on FY2028 Programs [to be held in March 2026] to provide an opportunity to get more total feedback, as well as to gain a deeper understanding of the feedback received in the public hearing and survey responses.

Current participation total: 171 responses. Last year we had about 320 total responses; comparably at end of December 2024 we had 195 responses. So, we are somewhat on par but we have a little work to do between now and end of 2025.

Looking ahead to this year, one of our priorities was accessibility (Strategic plan – Welcoming all of McLean). We have Spanish and Korean language versions of the survey available to the public. We are continuing to try to work to reach those communities where they are and distribute those language versions to them and start receiving some responses.

NEXT STEPS:

*In January 2026 we will utilize our ACTIVE registration system to send a blast email out to everyone (approx. 4,000 – 7,000 persons).

*Continuing use our Youth Ambassadors and volunteers to engage with the public at our upcoming events (Winter Block Party on Saturday, January 3).

*Governing Board member engagement:

1. We can still use your help in getting the word out about the survey to garner more responses and try to meet our previous total of 320 respondents. Come to Winter Block Party and help us engage with the public – walk around with an iPad and try to solicit participation.
2. We can provide fliers and a QR code that you can drop off at places which you frequent. Try to engage with people in your own personal circles and ask them to fill out the survey.
3. We really need this grassroots effort: person-to-person engagement. Other means of engagement is through social media posts and interactions with events and the e-mail blasts. Having grassroots person-to-person engagement is where we will see a lot of success in helping to distribute the survey.

Comment by board member: I'd be willing to reach out to people through my own social media channels.

ACTION: *We can give you social media kits. Please send that out again.
*We can also give you QR code fliers.
*We also can supply you with printed postcards about the survey.

OLD /NEW BUSINESS

Board Chair Doug Jeffery opened the floor to any matters of old or new business.

Comment by board member: I have brought this up before: I would love to see an analysis (perhaps more on the finance side) of how MCC stands compared to other comparable organizations in terms of the revenue sources.

Response by Executive Director May-Salazar: In January 14 Finance Committee meeting we are focusing on primarily our fee structure and how we compare. But Comptroller Hockensmith and I talked today about how we are going to start that meeting focused on the current ratio of our revenue sources. We can pull some comparables on that to other places.

Response by Comptroller Hockensmith: It's dramatically different > government vs. non-government entities.

Comment by other board member: What might be helpful as a starting point is a comparison to Reston Community Center.

Yes – we will do the comparisons. We can compare to Reston Community Center.

ACTION: At January 14 Finance Committee meeting, Comptroller Hockensmith will focus on MCC programs and pull that analysis into it – looking at comparables for other local organizations.

Chair Jeffery thanked the staff for their excellent contributions this evening: "I found this information very, very valuable and I hope we can do something similar again soon. This was great!"

Comment by Executive Director May-Salazar: We piled a lot into this meeting but much of it was in response to questions arising from the Attendance reporting. Our goal is to ultimately have a report that pulls a lot of the data about programs and attendance into an annual report (to be presented each fall) on the prior fiscal year so we are tracking it and showing progress. But the benefit of tonight's deep dives is the opportunity to get to know our expert staff. They've got the details! I thank all of you for coming and staying late to hear these presentations.

Nothing else was mentioned as a further topic for discussion this evening.

ADJOURNMENT

With all business matters concluded, Board Chair Doug Jeffery thanked everyone for attending and adjourned the meeting at 6:37 p.m.

Respectfully submitted – Holly Novak, Executive Assistant

Programs & Community Engagement Committee Meeting

December 10, 2025

Instructional Categories

Deliver inclusive, joy-centered programs informed by direct community feedback to ensure our offerings serve everyone!

Classes
Infant - Adults

3 months - 18+

Seniors in Action
Older Adults

55+

Workshops
Adults

18+

Week-Long Camps
Youth

3 - 14 years

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Strategic Goals Alignment

1

Be Visible

Collaborate with the PIO to develop marketing materials to enhance outreach, while partnering with local organizations to better partnerships

2

Welcome All of Mclean and its Global Community

Demonstrated commitment by partnering with Mad Science and parent to support a child with autism, ensuring every child can learn, grow, and play at the MCC

3

Invite Discovery

We foster discovery by listening to our patrons, actively responding to feedback, and add program that reflect their needs

- Walking Club
- Robotic Classes

4

Showcase Excellence

We showcase excellence by delivering exceptional customer service. Every interaction is an opportunity to create a positive experience and reinforce our commitment to quality programs

5

Model Sustainability and Good Stewardship

Climate Fresk Workshops

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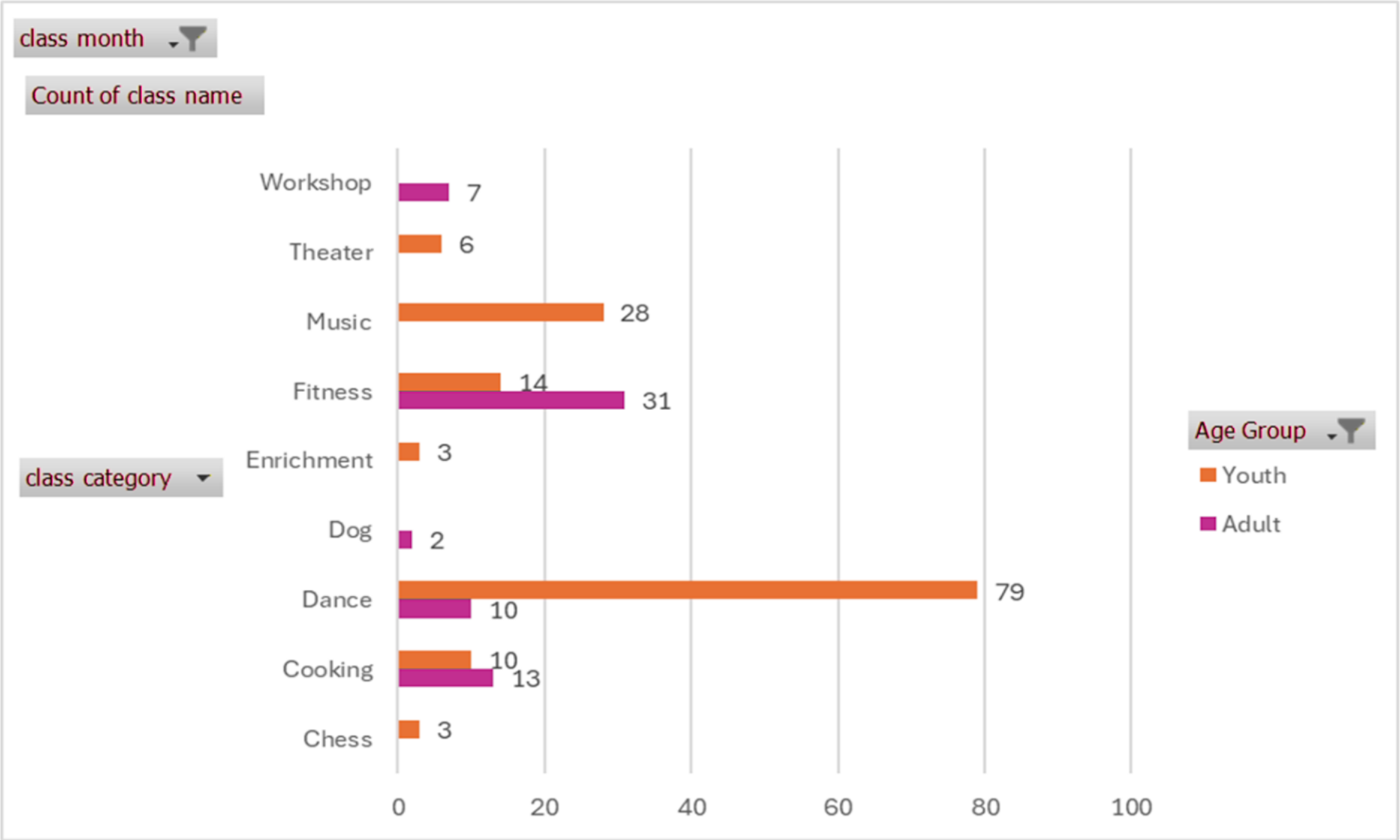
Total Number of Classes by Category

September - November



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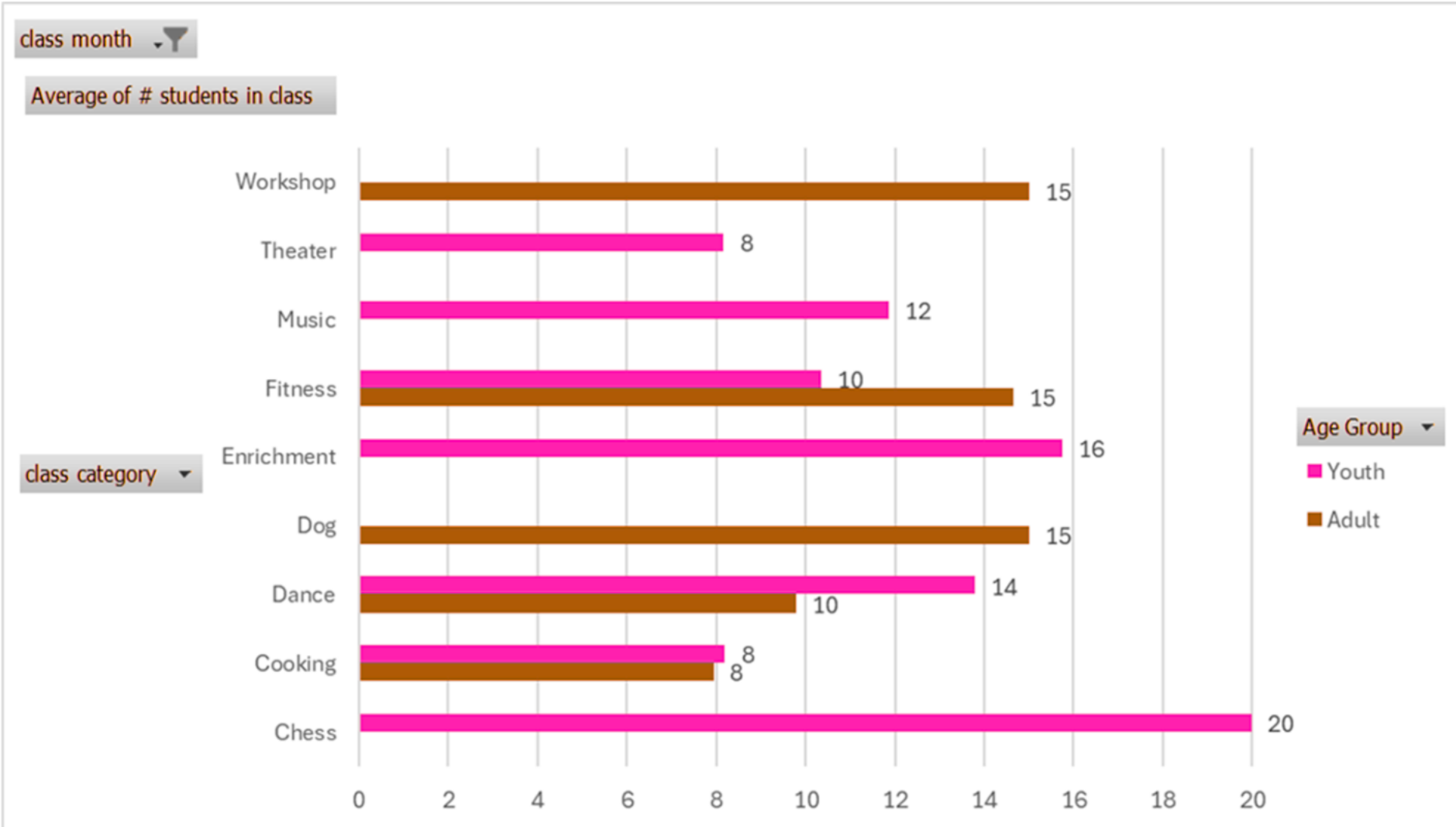
Average Number of Students Per Category

September - November



Average class size ranges from eight to twenty

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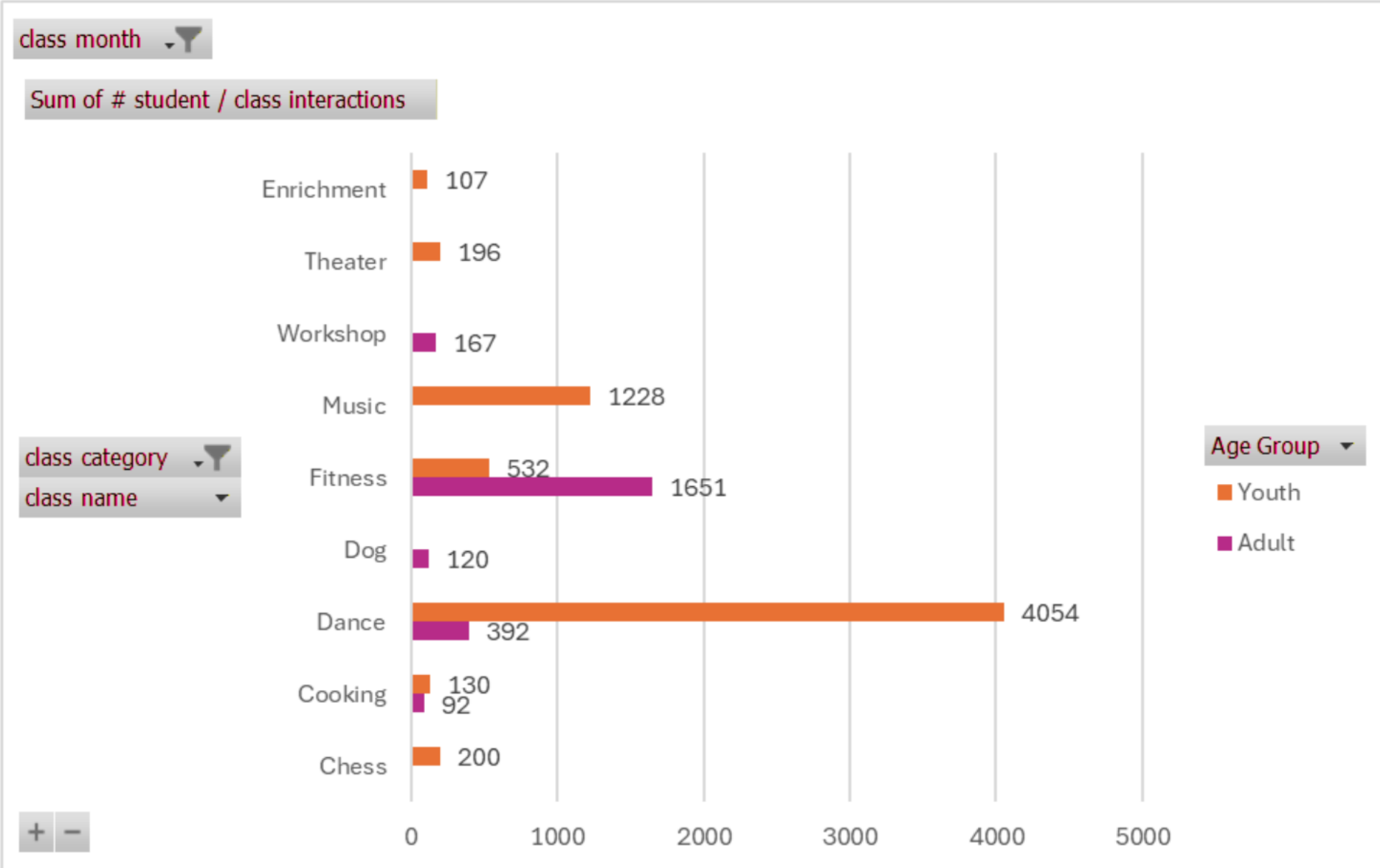
Total Student Class Interactions

September - November



6,447 touch points for youth

2,442 touch points for adult

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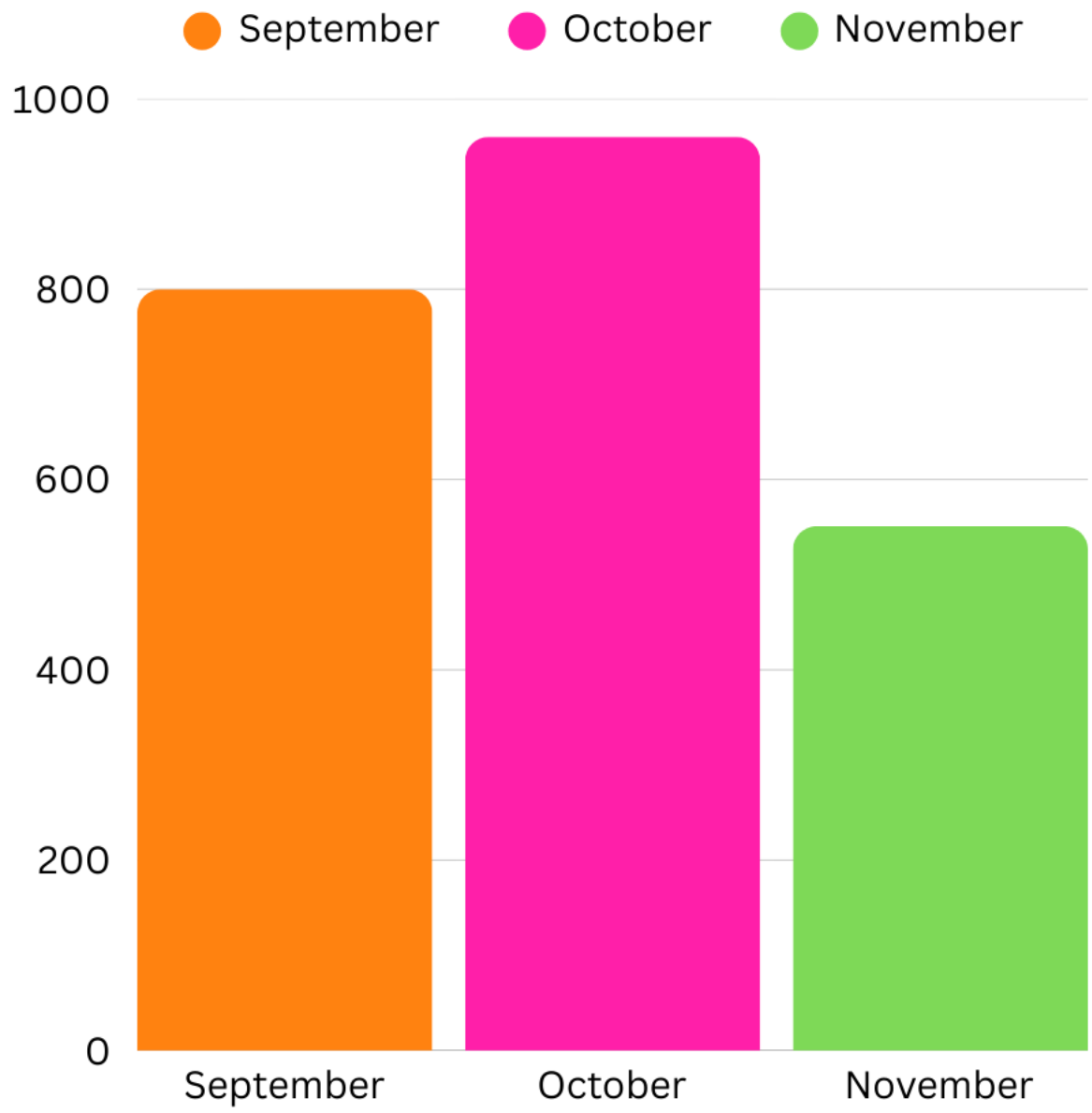
Total SIA Interactions

Seniors in Action offers a variety of physical, lifelong learning, and social activities for our members.

Participation dipped in September and November due to less meetings but October saw our highest engagement!



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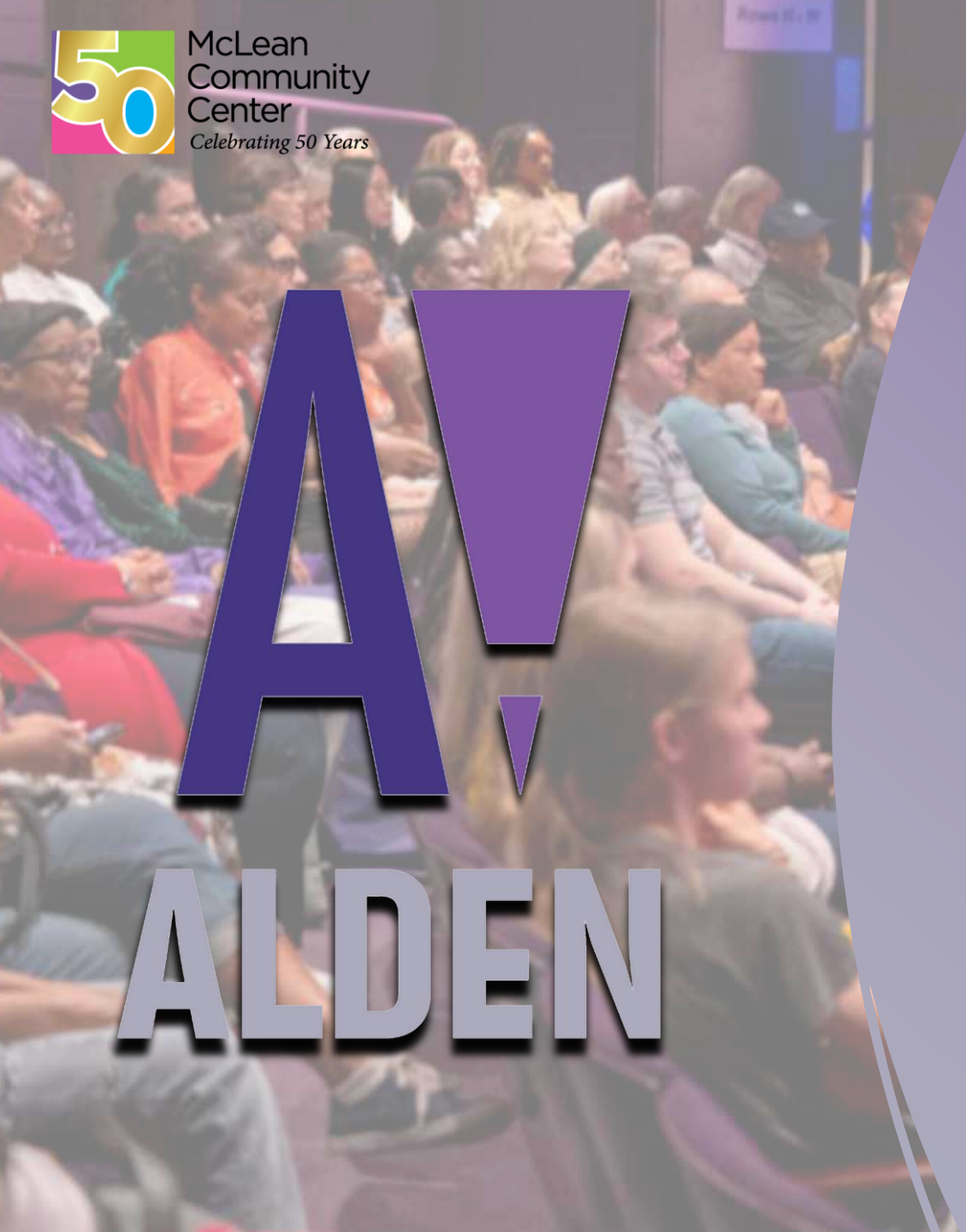
Class Capacity Range

Minimum:

Class minimums vary based on the goals of each offering. Some class require lower minimums to accommodate student needs or because they are newly launched and require flexibility. For example, our Math in Motion class launched this Fall with 8 children. This smaller group allowed the instructor to meet each child where they're at and build meaningful, personal connections!

Maximum:

Maximum capacities are determined by room size. Typically, exercise classes in Shelp do not exceed 22 participants where Rehearsal Hall is capped at 16 due to the shape of the room.



Performing Arts

Average season (approximately):

- 20 professional touring productions (Sept.-June)
- 7-8 shows for MCC tax district schools (Oct.-May)
- Outdoor summer concerts (June-July)
- 30 film screenings (foreign language and performing arts)
- Youth participatory programs:
  - (the) Unruly Theatre Project
  - Spring show
  - Macdonald Performing Arts Scholarship
  - Improv for kids classes
- 50+ days of management for
  - Community arts programs (MCP rehearsals/performances, tech certification program, additional technical training), and
  - Partnerships and rentals (dance class showcases, summer camp, SCC, private rentals, etc.)

McLean Community Center
The Center of It All

But for the sake of brevity…

Event YTD	# of events	Actual Attendance	Attendance Goal	Goal %
Presented shows	4	1,449	1,150	126%
School shows	2	309	600	52%
Chamber music	2	419	150	279%
Movies	9	277	270	102%
Summer concerts	4	1,769	1,450	122%
Community arts (MCP)	14	2,433	2,413	101%
Totals/average YTD	35	6,656	6,033	110%

Presented shows: Oct.-Nov.

# of events	Actual Attendance	Attendance Goal	Goal %
4	1,449	1,150	126%

- So far, we have had 4 of 23 shows this season.
- Overall, attendance is higher than anticipated!
- Programming a wide variety of genres and stories for all audiences.
- Attendance goals differ by show, but the theater capacity is 383.

Goals

Lightwire Theatre: 350 *The Accidental Hero:* 150

School shows: Oct.-Nov.

# of events	Actual Attendance	Attendance Goal	Goal %
2	309	600	52%

- We are currently in year two of expanding this program.
- So far, we have had 2 out of 8 shows this season.
- Shows are either the same as the public show or a separate one made for schools by the same artist.
- Overall, attendance is lower than anticipated, but we are hopeful that the remaining shows will be closer to goal.

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Chamber music: Sept.-Nov.

# of events	Actual Attendance	Attendance Goal	Goal %
2	419	150	279%

- MCC took over chamber music programming from the Music Friends of the Fairfax County Library when they disbanded in 2020.
- We have had 2 out of 7 shows this season
- The audience for this series has been growing, and we plan on increasing our attendance goals to reflect that.
- Overall, attendance is higher than anticipated!

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Summer concerts: June-July

# of events	Actual Attendance	Attendance Goal	Goal %
4	1,769	1,450	122%

- We have had 4 out of 7 shows this season
  - Two in June and one in July were cancelled due to weather.
  - The attendance figures only count the four concerts that happened.
- Overall, attendance is higher than anticipated! Each concert exceeded its goal.

Movies:
Sept.-Nov.

# of events	Actual Attendance	Attendance Goal	Goal %
9	277	270	102%

- Foreign language film series shows non-English-language movies from around the world. We try to represent as many continents and regions as we are able.
  - Audiences vote on the next year's films.
- The performing arts movie series shows documentaries related to the performing arts and filmed stage performances.
- Screenings are not limited to those two series.
- We have had 10 out of 30 screenings this season.

Community Arts: July-Oct.

# of events	Actual Attendance	Attendance Goal	Goal %
14	2,433	2,413	101%

- The original goal was to give community organizations opportunities to participate in the arts.
  - As time has changed, the current role is to provide the community with full-scale productions.
- Currently, McLean Community Players is the only community arts group.

McLean Community Center
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Usage: Constant

- The doors may be closed, but the theater is often in use!
- “Invisible use” includes tech prep, general theater maintenance, rehearsals, rentals, trainings, etc.

July 2025

Total usage: approximately 257 hours out of 30 possible days

July 2025

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

August 2025

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Jun 29	30	Jul 1 13 hours 9:30am 5:00pm Camp Shakespeare session 6:00pm 7:00pm Tech 7:00pm 11:00pm VCP - 11:00pm 11:30pm Tech	2 21 hours 9:30am 5:00pm Camp 11:00am 7:00pm Tech 6:00pm 7:00pm Tech 7:00pm 11:00pm VCP - 11:00pm 11:30pm Tech	3 14.5 hours 9:30am 5:00pm Camp Shakespeare session 11:00am 7:00pm Tech ~~7:00pm 8:00pm Johnny~~ ~~8:00pm 11:00pm Tech~~	4 COUNTY HOLIDAY	5
6	7 13 hours 9:30am 5:00pm Camp Shakespeare session 6:00pm 7:00pm Tech 7:00pm 11:00pm VCP - 11:00pm 11:30pm Tech	8 13 hours 9:30am 5:00pm Camp Shakespeare session 6:00pm 7:00pm Tech 7:00pm 11:00pm VCP - 11:00pm 11:30pm Tech	9 17 hours 9:30am 5:00pm Camp Shakespeare session 11:00am 7:30pm Tech Prep - Good Co. - 6:30pm 7:30pm MCP:	10 14.5 hours 9:30am 5:00pm Camp Shakespeare session 11:00am 7:00pm Tech ~~7:00pm 8:00pm Good~~ ~~8:00pm 11:00pm Tech~~	11 7.5 hours 9:30am 5:00pm Camp Shakespeare session 2	12 8 hours 10:00am 6:00pm MCP load-in
13 8 hours 10:00am 6:00pm MCP tech	14 8 hours 3:00pm 11:00pm MCP tech	15 7.5 hours 3:30pm 11:00pm MCP tech	16 15.5 hours 11:00am 7:00pm Tech Prep - Fake Taylor Swift - McLean 3:30pm 11:00pm MCP tech	17 14.5 hours 11:00am 7:00pm Tech Prep - Fake Taylor 5:00pm 11:30pm MCP ~~7:00pm 8:00pm Fake~~ ~~8:00pm 11:00pm~~	18 6 hours 5:30pm 11:30pm MCP's "Shrek: The Musical"	19 11.5 hours 12:00pm 11:30pm MCP's "Shrek: The Musical"
20 6 hours 12:00pm 6:00pm MCP's "Shrek: The Musical"	21	22	23 12 hours 11:00am 7:00pm Tech Prep - Purple Experience - McLean 6:30pm 10:30pm MCP pickup	24 8 hours 11:00am 7:00pm Tech Prep - Purple 7:00pm 8:00pm Outdoor Concert ~~8:00pm 11:00pm~~	25 6 hours 5:30pm 11:30pm MCP's "Shrek: The Musical"	26 11.5 hours 12:00pm 11:30pm MCP's "Shrek: The Musical"
27 10 hours 12:00pm 10:00pm MCP's "Shrek: The Musical"	28	29	30 8 hours 11:00am 7:00pm Tech prep - VCO Brass - McLean Central Park (Shop)	31 CANCELED ~~11:00am 7:00pm Tech Prep - VCO Brass~~ 7:00pm 8:50pm VA Chamber Brass ~~8:30pm 11:00pm~~	Rentals: 175.5 hours of theater usage 153 hours charged to renter	

October 2025

Total usage: approximately 255 hours out of 31 possible days

October 2025

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

November 2025

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Sep 28 Rentals: 131 hours of theater usage 70.5 hours charged to renter	29	30	Oct 1 11 hours 12:00pm 5:00pm Tech Prep 5:00pm 11:00pm MCP tech	2 13 hours 10:00am 5:00pm Tech Prep 5:00pm 11:00pm MCP ~~5:00pm 6:00pm Box~~ ~~7:00pm 9:00pm UTP~~	3 13.5 hours 9:30am 7:30pm Tech Prep ~~5:00pm 7:00pm Outreach Event: MRC~~ 7:30pm 11:00pm MCP's	4 12 hours 11:30am 2:00pm Tech 2:00pm 4:00pm MCP's 4:00pm 7:30pm Tech 7:30pm 9:30pm MCP's 9:30pm 11:30pm Tech
5	6 8.5 hours 11:00am 7:30pm Tech Prep	7 8.5 hours 11:00am 7:30pm Tech Prep ~~7:00pm 9:00pm UTP (Old Firehouse)~~	8 10.5 hours 11:00am 6:30pm Tech Prep 6:30pm 9:20pm FLF: "The Bicycle Thief" (1948, Italy, directed	9 12.5 hours 10:00am 1:00pm Tech 1:00pm 3:00pm FLF: 3:00pm 6:30pm Tech 6:30pm 10:30pm ~~7:00pm 9:00pm UTP~~	10 11.5 hours 11:00am 7:30pm Tech Prep 7:30pm 10:30pm MCP's "Godspell"	11 11 hours 11:30am 2:00pm Tech Prep 2:00pm 4:00pm MCP's 4:00pm 7:30pm Tech 7:30pm 10:30pm MCP's
12 8.5 hours 10:00am 6:30pm Tech Prep	13 8.5 hours 9:00am 5:30pm Tech Prep	14 8.5 hours 9:00am 7:30pm Tech Prep ~~7:00pm 9:00pm UTP - Company Business Meeting (Old~~	15 8.5 hours 11:00am 7:30pm Tech Prep 3:30pm 4:30pm SCC walk-through	16 8.5 hours 11:00am 1:00pm Tech 1:00pm 2:40pm PA 2:40pm 3:00pm D2 3:00pm 7:30pm Tech ~~7:00pm 9:00pm UTP~~	17 8.5 hours 2:00pm 7:00pm Tech Prep 7:00pm 8:30pm Carole 50th talk 8:30pm 10:30pm Tech	18 8 hours 2:00pm 5:00pm Tech Prep 5:00pm 10:00pm MCC Anniversary Party
19	20 ~~5:30pm 6:20pm Improv for Kids (Stedman)~~ ~~6:30pm 7:20pm Improv for Kids (Stedman)~~ ~~7:30pm 8:20pm Improv~~	21 8.5 hours 10:00am 6:30pm tech prep ~~7:00pm 9:00pm UTP (Old Firehouse)~~	22 12.5 hours 10:00am 5:00pm tech prep 5:00pm 10:30pm SCC speaker: Jeff Selingo	23 8.5 hours 12:00pm 8:30pm tech prep ~~7:00pm 9:00pm UTP (Old Firehouse)~~	24 12 hours 8:00am 10:00am tech 10:00am 11:00am Music 11:00am 7:00pm tech ~~7:00pm 9:00pm UTP~~ 7:00pm 8:00pm	25
26	27 8.5 hours 11:00am 7:30pm tech prep ~~5:30pm 6:20pm Improv~~ ~~6:30pm 7:20pm Improv~~ ~~7:30pm 8:20pm Improv~~	28 8.5 hours 11:00am 7:30pm tech prep ~~7:00pm 9:00pm DJ Corey w/ UTP (1440~~ ~~7:00pm 9:00pm UTP~~	29 8.5 hours 11:00am 7:30pm tech prep	30 8.5 hours 11:00am 7:30pm tech prep ~~7:00pm 9:00pm UTP (Old Firehouse)~~	31 8.5 hours 11:00am 7:30pm tech prep	Nov 1

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Welcome McLean. Invite discovery. Showcase excellence. Model good stewardship.

PIO Executive Update

McLean Community Center
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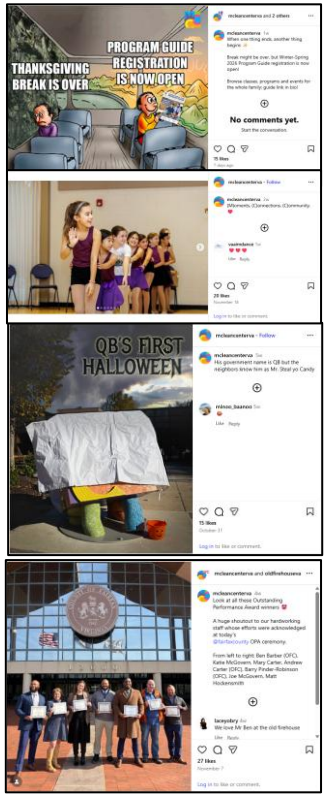
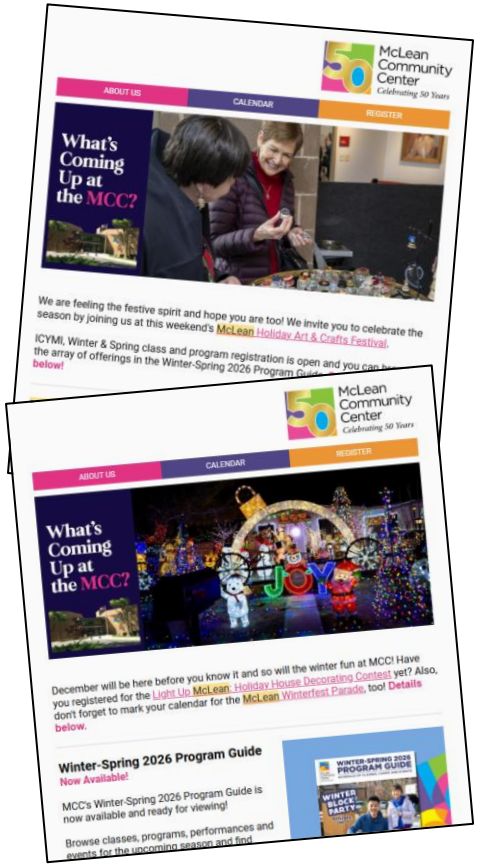
The MCC PIO covers all marketing areas: Brand Management, Program & Event Promotion, Digital Marketing, Print Marketing, Public Relations, Website, and more.

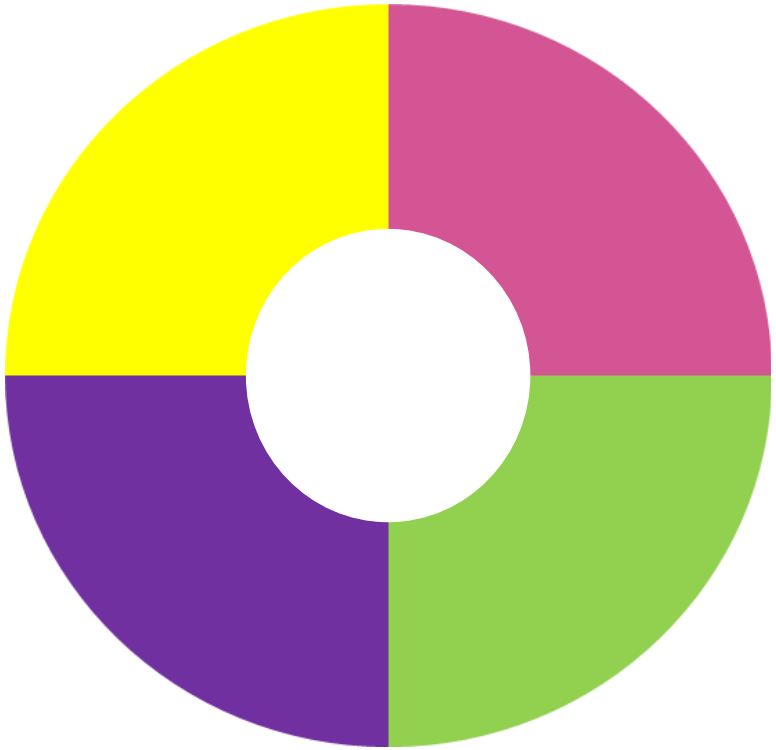




PIO Support Across MCC

The MCC PIO supports marketing efforts for The Alden Theatre, OFC, and MCC Events and Classes.

- ✓ **Monthly strategic planning meetings with all departments**
- ✓ **Daily communication and transparency with all departments**



- ✓ **Consistent tracking of performances, classes, events**
- ✓ **Weekly PIO debriefs to celebrate successes & understand areas of opportunities**

Marketing & Comms Dashboard Insights[2]

The Marketing & Comms Dashboard[1] tracks monthly KPIs of the PIO such as digital, social media, and print marketing, PR and communications, and creative production.

110+

Unique Print Materials Developed:

- **Program Guides**
- Posters
- Mailers
- Flyers
- Gov Board Materials
- Parking Lot Banners

18,000

Average Monthly Website Users

62%

Average Newsletter Open Rate

2%

Monthly Percentage Increase of MCC IG Followers

1 m 27 s

Average Website Engagement Time per User

57

Average Monthly Post Average

1%

Monthly Percentage Increase of MCC FB Followers

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[1] Sources: Hootsuite, Google Analytics, Meta, Constant Contact

[2] Time Frame: Jan – Nov '25

PIO Areas of Focus in 2026

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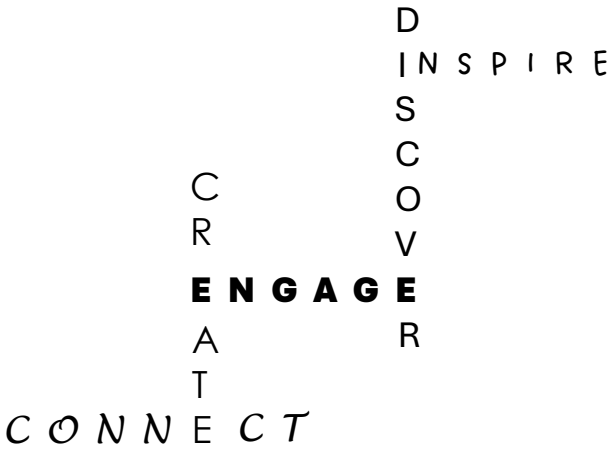
The MCC PIO is a well-oiled machine with a strong foundation, but there are areas of opportunity that will be focused on throughout CY 2026.



Consistent Social Media Posting & Engagement

Bolster Existing Community Partnerships

Establish New Community Relationships

Clear Connection to MCC Strategic Plan