



**2025 - 2026 MCC Governing Board  
Programs & Community Engagement Committee  
April 8, 2026 5:30 p.m.**

**Committee members present:** *in-person:* Gloria Marrero Chambers; Liz Lawson; Venita Wang; Katie Myshrall; Kathleen Cooney Porter; Katie Gorka; Ron Keesing

**Committee members absent:** Doug Jeffery

**Other board members present:** None.

**MCC Staff present:** Betsy May-Salazar, Executive Director; Jonathan Melendez, Deputy Director; Holly Novak, Executive Assistant; Sarah Schallern Treff, Performing Arts Director; Jessica Wu, Marketing & Communications Director; Jennifer Garrett, Technical Director

**Guests:** None.

#### **CONVENE MEETING**

Chair Gloria Marrero Chambers convened a meeting of Programs & Community Engagement Committee of the Governing Board of the McLean Community Center on April 8, 2026, at 5:31 p.m. The meeting was open to the public attending in-person. A courtesy announcement was made about audio-recording for purposes of Minutes. No changes were requested to the agenda; it was adopted by acclamation.

The meeting began with an in-depth tour of The Alden Theatre, including areas not open to the public: sound/lighting consoles; trap room; scene shop; Green Rooms; back-stage areas. Performing Arts Director Sarah Schallern Treff and Technical Director Jennifer Garrett thoroughly explained the complexities of technical preparations for the extensive variety of performances offered in The Alden Theatre and summer concerts in McLean Central Park.

#### **MARKETING DEMOGRAPHIC ANALYSIS** *\*remarks by Marketing & Communications Director Jessica Wu*

This is a refresher about the reach we currently have in our marketing and what we plan to do in the future. Our small but mighty MCC PIO team covers a very large variety of platforms.

- \* Our social media presence is consistent and growing with MCC, Alden, and OFC Facebook and Instagram accounts.
- \* Weekly MCC e-newsletter and monthly Alden e-newsletter has a high open rate. Survey respondents have said they appreciate receiving the e-newsletter to stay informed.
- \* Focus on print materials: program guide; mailers; posters; various local publications; fliers. These are distributed throughout the MCC tax district and depending on the collateral, mailed to nearly 20,000 tax district households.
- \* Our website is updated daily.

Diving deeper into some of the digital platforms that provide demographic data will help us understand our current reach.

MCC data pulled from META (Facebook & Instagram) for the last month – no real surprises here:

- \* Top two age brackets, 35-44 and 45-54, sum up to over 60% of total following. Within those, a majority are female.
- \* 18-24 is least prevalent age bracket (which makes sense regarding Facebook). Unfortunately, Facebook and Instagram merged and have decided to merge their Analytics; so we can no longer split out each platform.
- \* As expected, more than half of our following lives in McLean, followed by immediate surrounding towns.

*Question: Have you considered paying to amplify social media reach? Boosted posts?*

Yes – that is one of our techniques, depending on the initiative budget. If Alden ticket sales are slower, we will do that. Sometimes we pay for a Meta-boosted post but we also have a lot of other ways to get that information out to the community (such as *The Patch*). We have a relationship with *McLean Living* magazine for all our events. It depends on how much we have left in the budget and what else we have done to advertise a particular initiative.

The Alden META data, shows a much more even distribution in age and in gender. Highest age range bracket is now slightly

older with 45-54, but overall, there is a younger audience. In terms of geographical reach, McLean is still the top city listed, but there is a much broader reach for The Alden's following than for MCC.

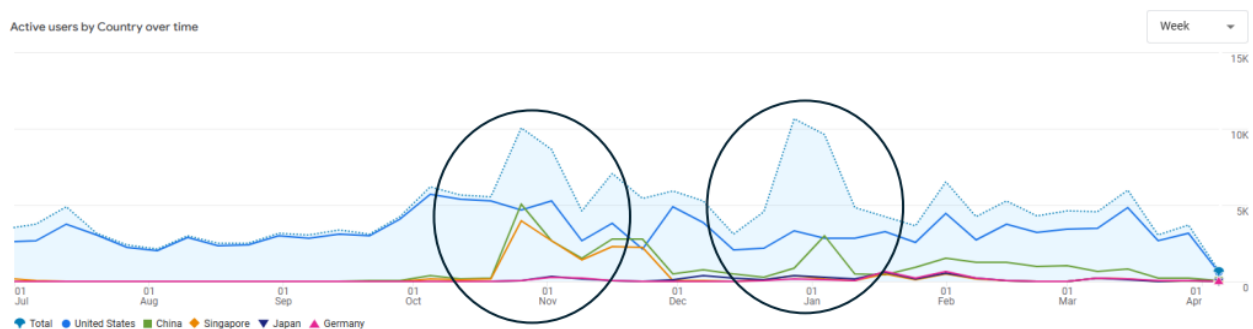
OFC META data: we see a younger age bracket that is evenly distributed by gender. 65+ age bracket significantly drops to being the second lowest age bracket – which makes sense as parents of 5<sup>th</sup>-9<sup>th</sup> graders (focus for OFC) would be in 25-54 age brackets. These accounts have the highest percentage of following that live in McLean.

LinkedIn: We are starting to utilize LinkedIn more for our various initiatives: posting about the Governing Board election, job postings, closings, major initiatives such as the art and writing competition, community events such as McLean Day, and community survey. LinkedIn has a generally younger audience: 33-50% are between 25-54; slightly more males than females are on the platform. We have a very big opportunity to increase the followers on LinkedIn. As we are working with various local companies, we can ask them about using LinkedIn for local events.

*Question: When thinking about trying to get more traction on LinkedIn, is it limited on staff capacity? I think it's a really good platform for this area – a lot of professionals in this area only are on LinkedIn; but they may not touch Facebook. One thing my company does is develop some AI tools to re-platform content and reshape it. It's a real time saver. I am happy to work with the PIO team.*

Kyle Corwin (on PIO staff) does an amazing job. He owns all the social media accounts and goes in on a regular basis to make sure we are getting engagement from the community. He hasn't had the capacity to focus on LinkedIn but we are trying to be more strategic in using that platform. We are thinking about what types of initiatives to put on there. Fairfax County only recently permitted us to have LinkedIn. It's a huge opportunity but we have very strict county guidelines of what we are allowed to do with AI. Happy to look at options to use AI within County parameters.

## MCC Website: Interesting Traffic Spikes



Google Analytics: mcleancenter.org website analytics from Google Analytics allows us to gather and analyze various insights such as engagement time, traffic, etc. (data shown trending from July 1, 2025 through now). The blue line represents US traffic which is pretty steady. The dotted top line represents the aggregated data which is pretty steady until the end of October and then you see another big spike in January where you see a lot of traffic from both China and Singapore. In doing more research, it seems that this phenomenon could be caused by bots who are scraping information for the purpose of AI learning. They need fresh data sets and are harvesting data which doesn't seem to be malicious on our site, besides the skewing of our reporting numbers. The engagement rate is extremely low- the average engagement rate in the time period for U.S. is almost 2 minutes but is 3s for China and 8s for Singapore.

*Question: Do we care if it's scraped?*

We don't think so because it could be beneficial – displayed more in search engine optimization and being on more platforms. We want AI to learn about MCC. We will reach out to Reston CC to see if they have been experiencing similar trends. It's just a common phenomenon that is happening all over. You can't see racial data, nor under age 18 data.

# PIO Focus Areas



## Consistent Social Media Posting & Engagement



- Heavy Focus on Social Media *videos*
- Consistent posting on LinkedIn

## Bolster Existing Community Partnerships



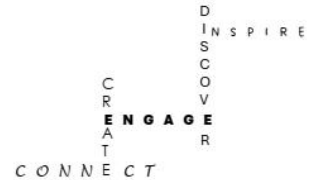
- Maintain newsletter open rate, website up-to-date
- Youth Ambassadors Initiatives
- MPA partnership
- Socials posts boosting registration

## Establish New Community Relationships



- Monthly calendar and ads in McLean Living magazine
- Include events in various publications: The Patch, Mommy Poppins
- MCC Governing Board Members

## Clear Connection to Strategic Plan



- Visibility
- Global McLean Community
- Invite Discovery
- Showcase Excellence
- Sustainability and Stewardship

### \*Consistent social media posting and engagement.

In the survey results, several respondents stated they would like to receive updates and news via our emailed newsletters and via Socials. We plan to continue to be innovative and creative in our approach to Social media engagement with videos and expanding more into LinkedIn when appropriate.

### \*Bolster existing community partnerships.

We plan to continue to expand our relationship with McLean youth via the Youth Ambassador program, especially when it comes to Social Media reach to that age bracket. MPA has a lot of exciting initiatives with their new space and we have been partnering with them to assist with spreading awareness about it.

**NEXT STEPS:** *Question: The challenge is: if you had marginal dollars (up by 10%) what would make the most difference to invest in?*  
 We are doing a really good job with various platforms we are hitting. But capacity is the biggest challenge – there is so much work for our small PIO team. Erin Bieger has expanded the programming exponentially – it will be a very large Fall Program Guide. Getting it all on the website and social media posts is a lot of work. The Alden is doing a lot of work. Special Events is working on new ways to engage with the community. Staffing is the main issue – getting additional help.

*Summary:* This is interesting data to see where the current landscape is and then using that information to inform what we need to do going forward.

### **OLD /NEW BUSINESS**

Chair Chambers thanked MCC staff for the excellent presentation and enjoyable tour of The Alden Theatre. She opened the floor to any matters of old or new business. Nothing was mentioned as a further topic for discussion this evening.

### **ADJOURNMENT**

With all business matters concluded, Chair Chambers thanked everyone for attending and adjourned the meeting at 6:05 p.m.

Respectfully submitted – Holly Novak, Executive Assistant

# MCC's Visibility in the McLean Community

Making MCC's programming visible and accessible to all of  
McLean's global community

# PIO Executive Update



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



**SPONSORED**  
**The McLean Community Center is Thrilled to Present KEVIN!!!!, a Home Alone Parody**

The Alden Theatre at The McLean Community Center is thrilled to present KEVIN!!!!, a Home Alone parody, on **Saturday, December 13 at 4 p.m.** Recent Cutbacks, the team famous for *Hot on its 'Your Suits*, tackles their most ambitious project to date! Theater's cutting like a Recent Cutbacks show—featuring live projections, programs, elaborate Foley sound effects, and a full-person choir, all tied with their signature brand of humor, nostalgia, and thrilling creativity. Time Out New York says the performance is, "Hilariously funny... a pure joy from start to finish" while the New York Times describes the show as, "One breathless hour! The affection here for Home Alone is palpable." Your entire family will discover the true meaning (maybe) of the holidays this year with KEVIN!!!!, a loving parody of Home Alone.

*Tickets: [www.aldentheatre.org](#)*



**What's Coming Up at the MCC?**

April brings a chance to make a difference in McLean! Join us Saturday, April 11, for **McLean Earth Day - Act Locally**, a drive-through environmental action event from 9 a.m. to noon.

This month also features **absentee early voting for the MCC Governing Board Election**, engaging performances at The Alden, the **Spring Community Parking Lot Sale** and more. Details below.

**Absentee Early Voting  
 MCC Governing Board Election**

McLean Community Center (MCC) has certified 18 MCC Tax-district residents

**McLean Community Center  
 2026 GOVERNING BOARD ELECTION**

**VOTE NOW** for members of the McLean Community Center 2026-2027 Governing Board!

MCC has certified twelve adult and six teen MCC Tax-district residents to run for the Board. These individuals provide oversight to MCC through policy guidance, strategic planning and financial stewardship. Be sure to vote!

**MCC BALLOT**

**OFC**

**A!**

**SMALL STAGE. BIG TALENT.**

**FAMILY FRIENDLY**

The Alden's 2026 Youth Production  
**"The Wizard of Oz"**

Adapted by Erin Detrick; Produced by special arrangement with Playscripts, Inc.

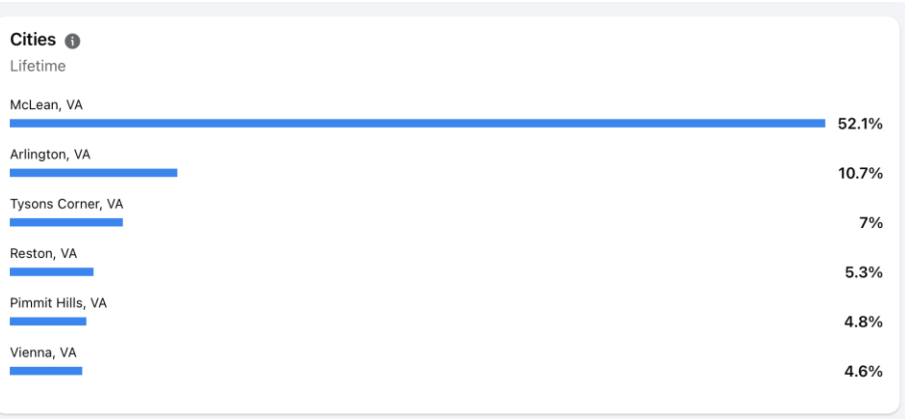
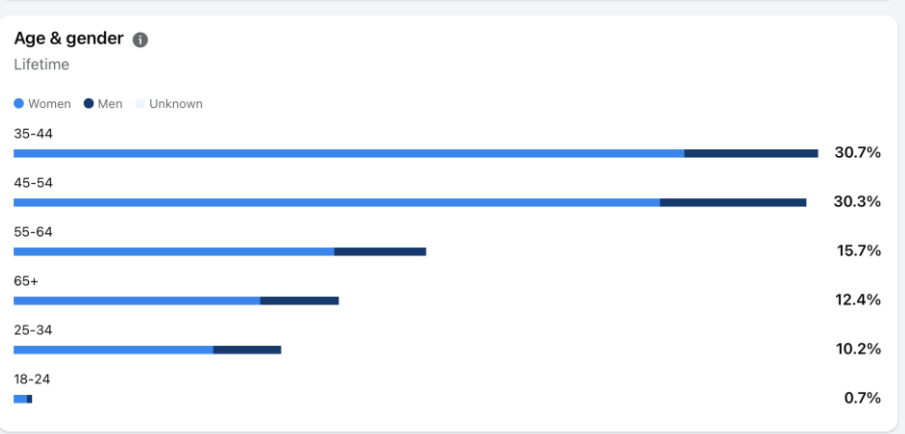
Saturday, March 21, 2 p.m.  
 Sunday, March 22, 2 p.m.

When Dorothy drops into the Land of Oz, only one thing is certain: she's got to find a way back to Kansas! This imaginative Alden Youth production captures the heart of L. Frank Baum's classic tale.

Purchase tickets online at:  
**[aldentheatre.org](#)**  
 1234 Ingleside Ave., McLean, Va. 22101  
 703-790-0123, TTY: 711

**SCAN ME**

# MCC META Data: No Big Surprises



**McLean Community Cent**  
4.9K followers · 9 following



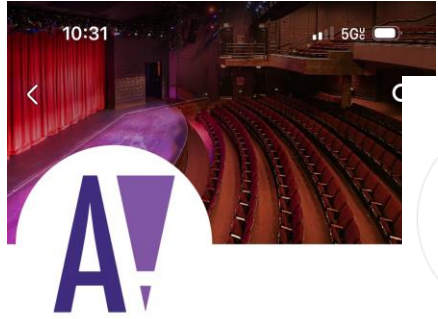
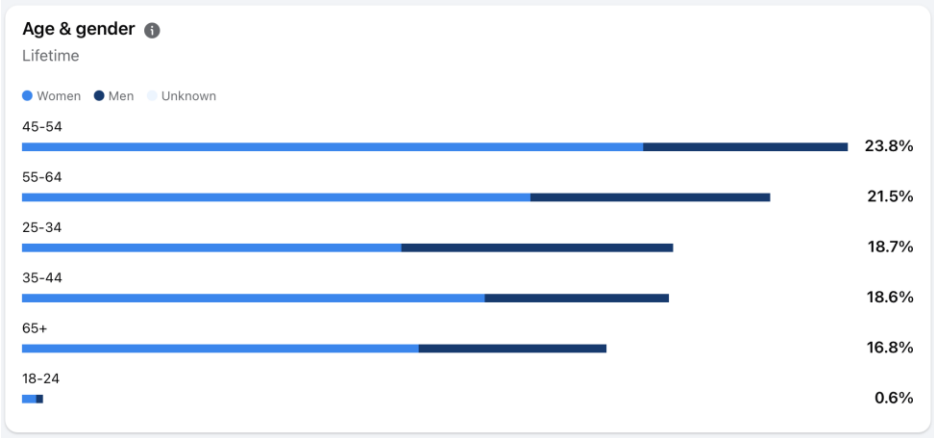
**mcleancenterva** ⓘ  
McLean Community Center

2,370 posts 2,225 followers 260 following

Community  
**The Center of It All** in McLean, Va. Classes, performances, special events and more! Home to @thealdenva &... more  
1234 Ingleside Avenue, McLean, Virginia 22101

- 35-54 are largest age brackets by a wide margin
- 18-24 is the smallest age bracket
- More than half of META following lives in McLean

# Alden META Data: Broader Reach

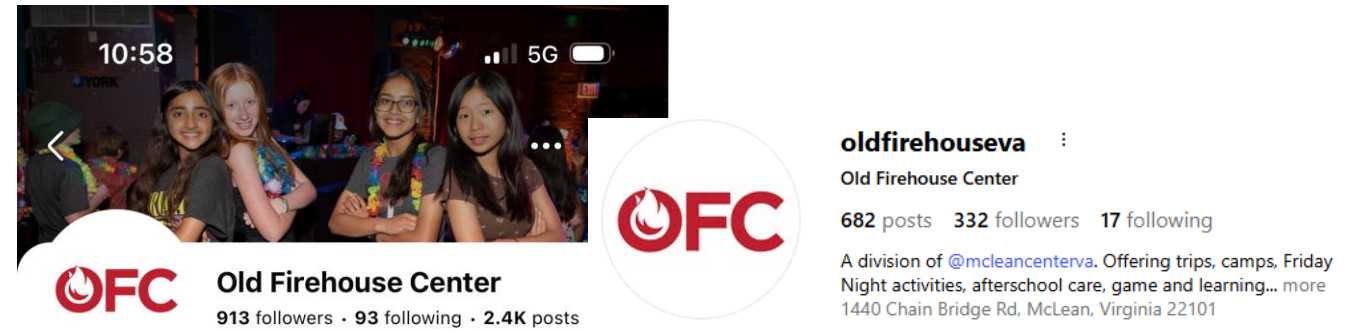
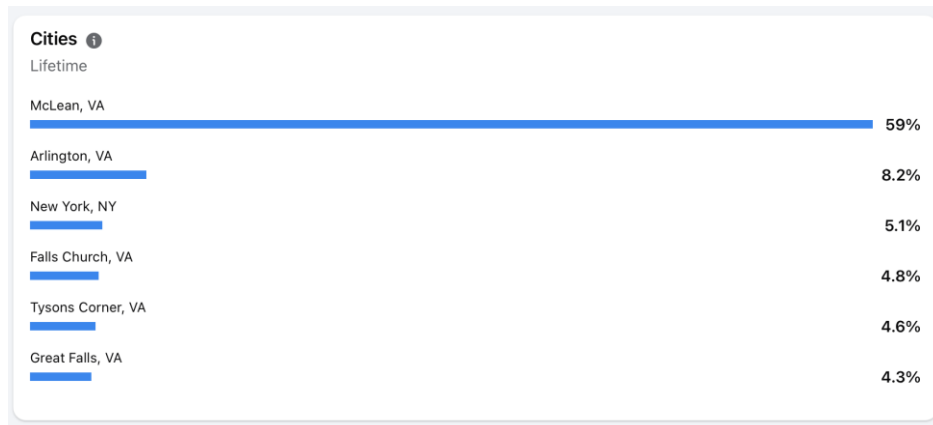


**thealdenva** ⓘ  
The Alden Theatre  
765 posts 346 followers 21 following  
Performance Art Theatre  
A division of @mcleancenterva. A performing arts venue featuring award-winning entertainment in the genres of dance,.... more

**Alden Theatre**  
1.8K followers • 200 following  
A division of the McLean Community Center. A 383-seat performing arts venue featuring award-winning entertainment in the genres of dance, theater, music, comedy and more.

- Alden has a much more even distribution for age
- Gender is more evenly distributed than MCC
- People from further out follow Alden's Facebook & Instagram accounts

# OFC META Data: Focused in McLean



A division of the McLean Community Center. Offering trips, camps, Friday Night activities, afterschool care, ... See more

- Almost half of OFC following is in the 25-34 age bracket, which is also evenly distributed by gender.
- 65+ significantly drops for OFC META accounts
- Highest percentage who live in McLean

# LinkedIn: Heavy Focus in DMV



## Follower demographics

Location ▾

Washington DC-Baltimore Area · 117 (80.1%)

Greater Richmond Region · 3 (2.1%)

Austin, Texas Metropolitan Area · 2 (1.4%)

San Francisco Bay Area · 2 (1.4%)

Hampton Roads, Virginia Metropolitan Area · 2 (1.4%)

Mumbai Metropolitan Region, India · 1 (< 1%)

Greater Phoenix Area · 1 (< 1%)

Greater Rio de Janeiro, Brazil · 1 (< 1%)

Greater Delhi Area, India · 1 (< 1%)



## McLean Community Center

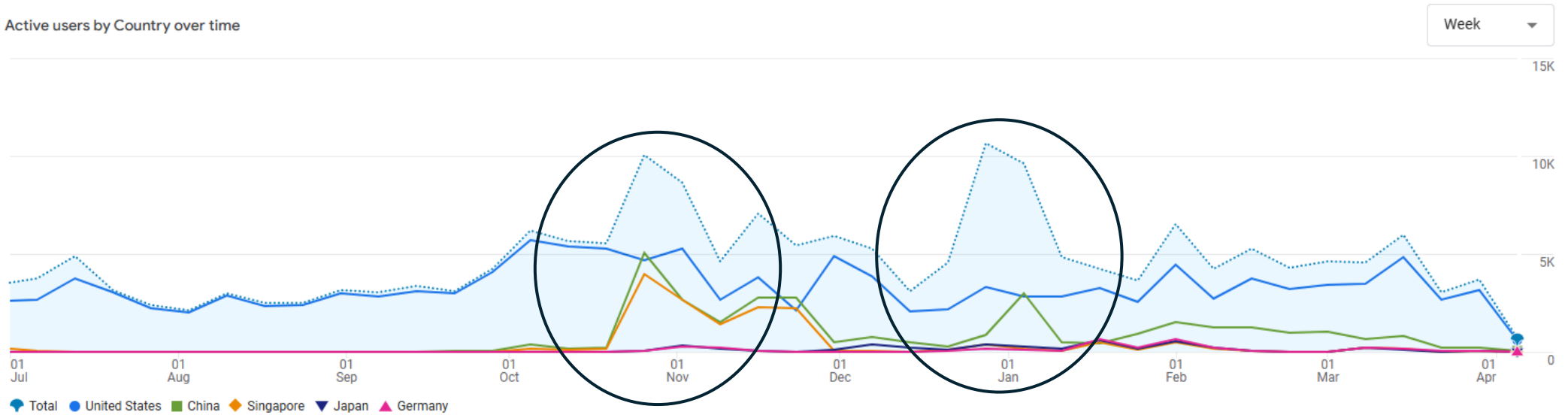
From classes to live entertainment, the Center has program offerings for everyone. MCC is an agency of Fairfax County.

Civic and Social Organizations · McLean, Virginia · 146 followers · 11-50 employees

- Governing Board Elections, job postings, closings, major initiatives, community events, survey
- Overall LinkedIn data:
  - 33-50% is within 25-34
  - 56.8% identify as male

# MCC Website: Interesting Traffic Spikes

Active users by Country over time



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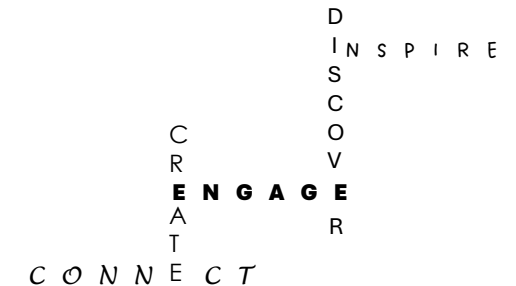
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