



**2026 - 2027 MCC Governing Board
Programs & Community Engagement Committee
September 16, 2026 6:30 p.m.**

MINUTES

Committee members present: in-person: Liz Lawson - Chair; Doug Jeffery; Michael Solomon; Yingxi Zhao
remote participation: Michael Monroe (*1st time remote; personal: McLean, VA*)

Committee members absent: Michael Signer

Other board members present: Ron Keesing

MCC Staff present: Betsy May-Salazar, Executive Director; Jonathan Melendez, Deputy Director; Holly Novak, Executive Assistant; Sarah Schallern Treff, Performing Arts Director; Danielle Van Hook, Director of Youth Programs; Jessica Wu, Marketing & Communications Director; Ashley Prosser, Instructional Programs Manager; Mike Fisher, Special Events Manager; Matt Hockensmith, Comptroller

Guests: None.

CONVENE MEETING

Chair Liz Lawson convened a meeting of Programs & Community Engagement Committee of the Governing Board of the McLean Community Center on September 16, 2026, at 6:32 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.

COMMITTEE OVERVIEW AND GOALS: MARKETING FOCUS **remarks by Chair Liz Lawson*

For the next year: I'd like us to spend this year getting a little outside our comfort zone. Any organization that's been doing good work for a long time builds up a set of reasons for why things are the way they are. A lot of those reasons are good but some are just history. I think it's going to be hard to tell which is which until we pause and really look at them.

1. **The first thing I'd like us to do is: build a list of our operating assumptions.**
The staff here does a fantastic job providing solid attendance numbers by program – which have been very useful. They tell us how things we ran performed **but they don't tell us what never got proposed in the first place. That's the layer I think would really be useful.** When you all sit down to plan what is taken as given? Budget... staff time.... space liability... the calendar... who shows up. I assume some of those are hard rules we must plan around; and others are things that were decided on a long time ago, that haven't been revisited. Once we can see which constraints we've chosen to live with and which ones are worth pushing on, we'll know where to spend our attention this year and where it makes sense for us to address the programs and events we have.
2. **The second thing I would like us to hold onto is: growth rather than tradeoffs.** We serve some people in this community really well and obviously, we don't want to give up any of them. But what about the people who don't walk through our doors? Teens who have aged-out of what we offer – especially boys? Adults in their 30's, 40's, 50's who are waiting for their kids taking dance classes on Tuesday night? Exploring who does not attend MCC. I'd rather finish this year having tried a few things that didn't work than having run a very smooth version of last year. **Here's the thing I keep coming back to: when someone doesn't come- we should know which problem we have - either we're not offering them anything of interest... or we are and they've never heard about it.** Those need different fixes and I'm not sure if we can tell them apart right now. I'd love to know: What we've tried that didn't land? And encourage both staff members and board members to go out and sit down with community groups in town and talk to them face-to-face about what we provide.

3. **Third is what I think could be most beneficial of all to consider:** I want us to spend real time on a question that sounds hypothetical: **What would we do if there was double the budget and double the staff?** McLean's tax base is growing; more resources are coming. And when they arrive, it would be great if MCC already knew what it plans to do with them.
4. As to how we set up these meetings: **We are taking programming and community engagement as two separate things. I'd like us to set separate goals for each. They are different work and should be treated as such.**
5. There is also an idea that can help on both fronts: **not everything we produce has to happen inside the Center. What about partnering with local businesses? Hosting more things in McLean Central Park? That would potentially get us in front of more people who aren't looking for us yet and would take the pressure off the space in MCC at the same time.** And then the same question I asked previously: With twice the funds and twice the staff, how would we be reaching people we aren't today?

MARKETING **remarks by Marketing & Communications Director Jessica Wu (full presentation is attached)*

Addressing #1 goal in strategic plan: Be Visible; this presentation reviews MCC's PIO role and purview: high-level overview of where we are today; specific key performance indicators that provide insight into our marketing efforts; marketing strategy for FY2027; measurable outcomes we will continue to monitor. Discussion was thorough, as shown.

What Does the MCC PIO Do?

The MCC PIO is responsible for all Marketing & Comms such as Brand Management, Program & Event Promotion, Digital Marketing, Print Marketing, Website, Signage/Banners and PR.

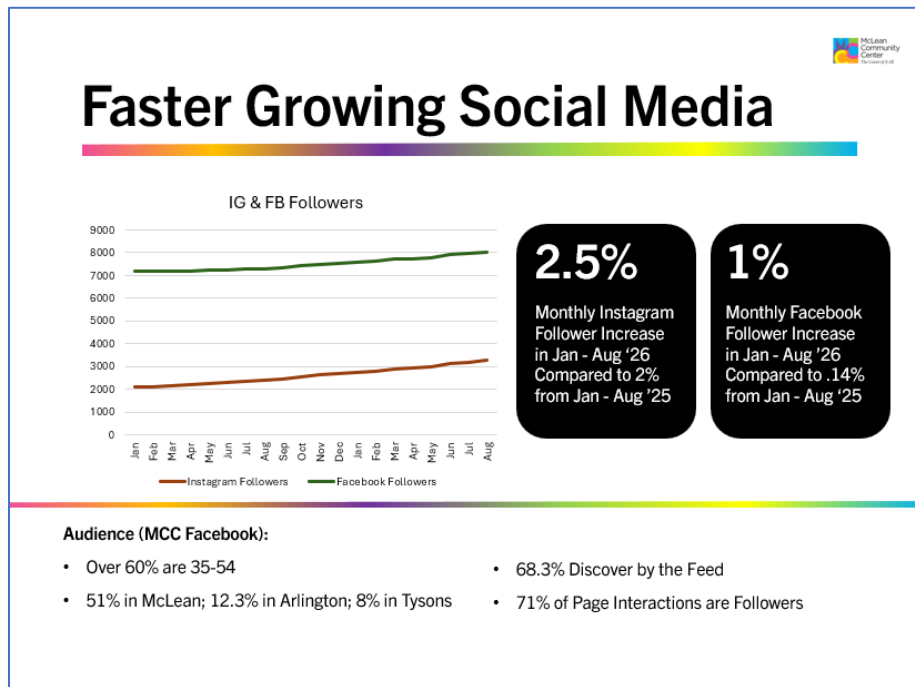
Executive Snapshot: Where We Are

Our goal is not simply to promote MCC programs. It is to make MCC/Alden/OFC offerings more visible, accessible and relevant to more members of our community.

We are Expanding Our Reach Social Media following and engagement rate is growing at a faster pace. We have a strong open rate for our regular newsletters with a growing number of subscribers.	We Use Data for Marketing Decisions We are regularly tracking Marketing KPIs that provide direction and insights to the marketing strategy.	We are Focusing on Sense of Community Being visible in the McLean community is the <u>ultimate goal</u> . We strive to create a sense of belonging to those who gather at all MCC offerings.
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We are growing at a faster rate right now than in the past year (social media) than ever. MCC, Alden, and OFC each have Facebook; Instagram; X; all nine accounts are tracked through Hootsuite. We are reaching more people at a faster pace now – we need to keep up that momentum. Kyle Corwin does a great job posting relatable and entertaining content that not only provides information but also provides a feeling of community that we want our audience to have. He is doing a very good job with trends on Instagram. He is very selective about the specific trends that he hops onto –the classic trends.



Question: In terms of looking at the penetration as a function of the size of our resident base (roughly 1 / 2 are McLean people = 8,000 Facebook followers and 4,000 of those in McLean): Have you compared our penetration to Reston Community Center and their approach? It would be constructive for both organizations to look at comparative numbers — how well are each of us doing? Maybe we can share techniques and recommendations. It would be helpful for us to look at the comparison so we can focus on how to grow that number progressively.

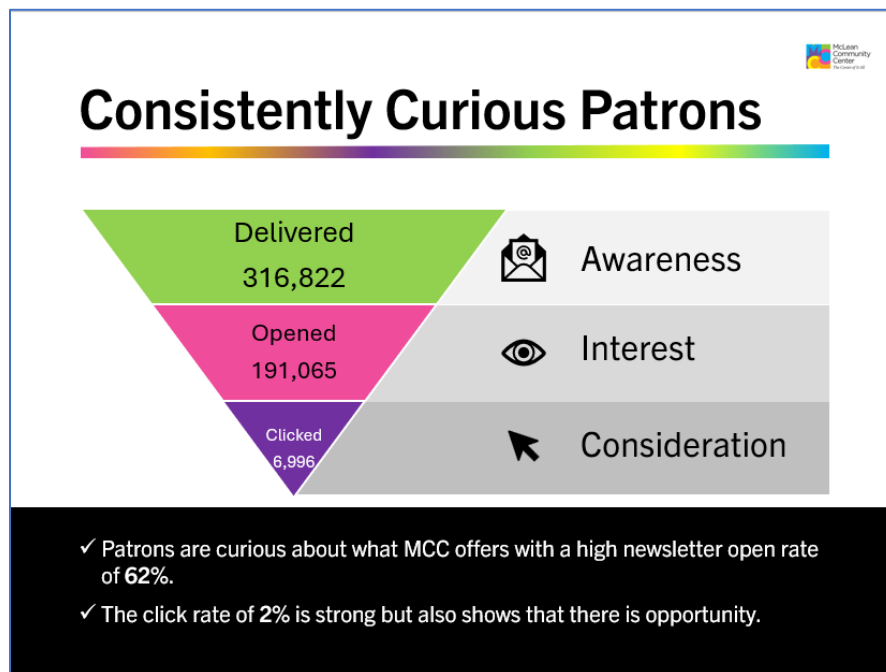
That's tricky because we don't have access to their demographic data and who their social media following is; but I can ask.

Question: When MCC posts something it is public and then it gets onto the Facebook feed?

Yes — based on algorithms.

Question: Is that unique followers? If I follow in all three or two, am I counted twice?

If people are following on both Instagram and Facebook, they are quantified in both graphs. The graph above is combined MCC + Alden + OFC; if you follow on all three you are counted as a follower on all three. We have 5,300 followers; 51% of MCC Facebook followers are in McLean. The more engagement through likes, comments, and shares helps trigger the algorithm - and the more successful our reach is going to be. That's why it's important to comment, share, like, on your social media accounts. Ultimate goal: we want our posts to catch the algorithm... and those to convert into followers who then have interactions.



316,822 E-newsletter receivers. 62% open on Wednesday send or Friday re-send. This is really high (industry standard is about 40%). People are receiving the information about our offerings and are learning about them, but they aren't necessarily clicking to get more information. **Awareness and a high level of interest, but we need to figure out how to get people to consider more. That is an area of opportunity that the PIO team has been working on.**

Question: Are there bigger takeaways from that? If people see it, read the content but don't click...why?

As Chair Lawson mentioned earlier: Is it that they are not interested in offerings? They are not able to come? Can't find the information? Distractions? We try to understand why people aren't clicking or making a final decision to attend an event, buy a ticket or register for a class. We must broaden our data purview to understand it from a 360-degree perspective.

Question: What can you see from the clicking – is there further data within the clicks? For example, are certain events getting more clicks and others not? We can see on our website when somebody came through the e-newsletter. There might be an opportunity to figure out if there are any patterns connecting newsletter to click through to website. We will have to explore how to get that data (maybe pay more to Constant Contact to get that information). We can get some data through measuring our MCC web traffic closely: from there we understand where people click and if the click originated with the e-newsletter.

Question: If you are just scrolling down opening your e-mail, opening and looking at it and then deleting it, does it still count?

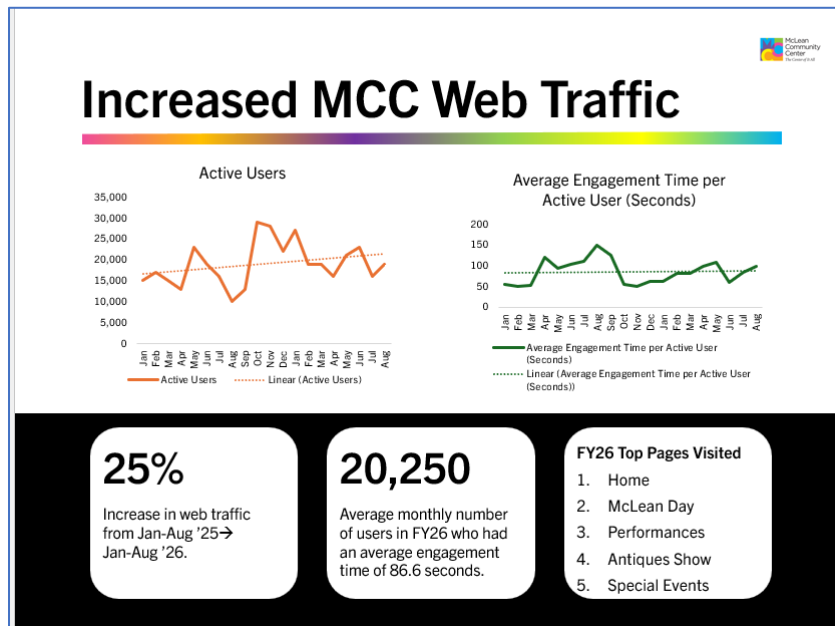
Yes – it counts. It would be interesting to see the average number of seconds that people spend on the newsletter – engaging with the content or immediately closing it? We will try to get this data from Constant Contact.

Question: It would be interesting if you could adjust the denominator – how many opened and really looked it vs. opened it, but did it by accident? Is there a click rate that is typical in the industry? 3-4% click rate; ours is low.

Question: When looking at individual months, are there different fluctuations by events having greater engagement? Any trends there? We definitely do see a difference in click rate and open rate. During McLean Day, there is a huge boost in open rate and click rate and web usage (average no. of seconds someone stays on the webpage). There are definitely lulls (when our programming is lighter); there are no crazy surprises. We can get such trending data.

Question: If click rate industry standard is as low as 3-4%, then our click rate is similar. MCC's click rate will be low anyway – everyone is looking around... shopping....they will set it aside, talk to a family member, then click on it again a 4th or 5th time to register.

Yes – this is a perfect conversation to have about where to spend advertising monies to have the ads and posters in MCC lobby as constant reminders for people: In this world where so much is pushed at people, it's important that we have brand awareness and constant reminders on many different channels. Some people keep things open but don't click on them until the last minute; or open periodically (which is typical for many people).



Question: So, people don't hit the web page to register for classes? Is that the first page visited?

Every class has its own individual link – takes you to external ACTIVE net (so it doesn't stay on the website for long).

PIO Decisions in an AI World

Free things to do in McLean, Virginia this weekend with my family

AI Overview

You can check out local schedules and community events on the [McLean Community Center Calendar](#) for free weekend activities around town. [McLean Community Center](#)

Here are some great free spots and weekend ideas for your family in and around McLean:

- OFC After-School Membership** at Old Fire House Center: On Saturday, October 18, 2025, bring the family out for arcade games, ping pong, board games, and sensory-friendly spaces. [View details](#)
- Kids' Halloween with Mickey** at Sugarloaf: On Sunday, October 20, 2025, enjoy a magical, family-friendly Halloween festival in McLean inspired by the 90th birthday of Mickey Mouse. [View details](#)
- Link & Link-Style Member Meet** at the McLean Community Center: On Friday, October 25, 2025 (7:00 PM - 9:00 PM), kids can dance the night away with a live DJ and more. [View details](#)
- Go Farm Fall Festival & Fields of Fear** (Centerville, VA): A short drive away, this massive Northern Virginia tradition features giant slides, farm animals, a huge corn maze, and world-famous apple cider donuts. [View details](#)
- Fall Harvest Family Days** at George Washington's Mount Vernon: Held late-October through early-November, families can enjoy 18th-century wheat threshing, enjoy horse-drawn wagon rides, and meet friendly farm animals along the Potomac. [View details](#)

October 9-11 and October 16-18, 2025

What are the top 3 family-friendly performances you would recommend to go see in October?

AI Overview

The top 3 family-friendly performances recommended near McLean for October 2025 feature **great value** tickets in town and just a short drive away.

- 1. The Addams Family Musical (McLean, VA)**
Presented by the **McLean Community Players**, this laugh-out-loud musical comedy brings the delightfully creepy and kooky family to the stage. It is a wonderful production that celebrates family, loyalty, and embracing what makes each person unique. [View details](#)
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Fairfax County has very strict policies about how we can use AI in our work. But AI is in all search engines now. Virginia ranks among the Top 5 states in AI usage. This matters because MCC needs to be able to show up in these AI overviews – when people are deciding what to do on a weekend in McLean. MCC is showing up, but there is room to increase AI search visibility and optimization. This is an extremely competitive and saturated market that is hard to break through. Website content and format matters; verbiage matters; reviews from our patrons matter. Many sources feed into AI and we need to take all that into consideration. Direct Online Marketing (vendor) did a free analysis of how MCC is showing up in AI search engines and tools; there is a lot of opportunity.

Question: One thing people do in order to show up in the ad content for “things to do for free in McLean this weekend” is literally put that in the website and AI will see it. There are some tricks that can be used to enhance search tools to put extra wording in our posts to increase our presence in AI.

MCC is in the running but there is a ton of opportunity. This is a growing space we must make sure we are on top of.

PIO Spend, Effort & Effectiveness

We have partly developed the MCC marketing strategy based on insights gathered from how patrons would like to learn about MCC offerings, PIO budget spend percentage, effort/time level, and effectiveness.

Source of MCC Offerings	PIO Budget Spend %	Effort/Time Level	Comms Effectiveness	Marketing Effectiveness
E Newsletters	.62%	Low	High	Moderate
Program Guides & Brochures	30%	High	High	High
MCC Website	4%	Moderate	High	High
Direct Mail/ Postcards	7%	Moderate	High	Moderate
Social Media	5%	Moderate	High	High
Flyer/Poster	18%	Moderate	High	Low
Word of Mouth	N/A	Moderate	High	Moderate
Banner/Signs	12%	Low	Moderate	Low
Ads	24%	Moderate	Moderate	Moderate

How patrons like to receive information as compared to FY26 Budget spend (opportunity cost; effectiveness; communications effectiveness). ‘Communications’ is different from ‘marketing:’ communications is building trust with your community; getting information out there. Marketing is sales; so they are very different in how you have to handle them.

Ads: It has historically been a tricky category to measure because advertising budgets were split among different department budgets. Now in FY28 budget we are centralizing the advertising budget. Previous separation of costs by department caused low transparency and visibility about our advertising; and it didn’t reflect the breadth of advertising we were doing. This is a major reason we decided to centralize the advertising budget – to look at the ad spending in aggregate. It really empowers us to “Be Visible.” On all advertising: *Virginia* magazine, *ParkTakes*; Meta ads; Falls Church News Press; effectiveness = ensuring MCC’s brand awareness and recognition. Digital ads are important for AI bots to harvest that data about MCC for AI overviews.

Question: I really like how you are thinking about things – this is a very cool graph!

Comment by Board Chair Ron Keesing: In the spirit of the big questions that Chair Lawson is challenging us with:

This is great in terms of how our patrons want to be communicated with. And we also need to ask ourselves: for people who aren’t our patrons – How would we communicate with them that would get them in here?

Overall, the Data is Telling Us Where to Go



Engage in targeted marketing efforts depending on audience while also strengthening MCC branding.



Share engaging content that creates a **sense of community** versus just share our offerings.



Focus on further bolstering **community relationships** such as with local PTAs, community civic groups, etc.



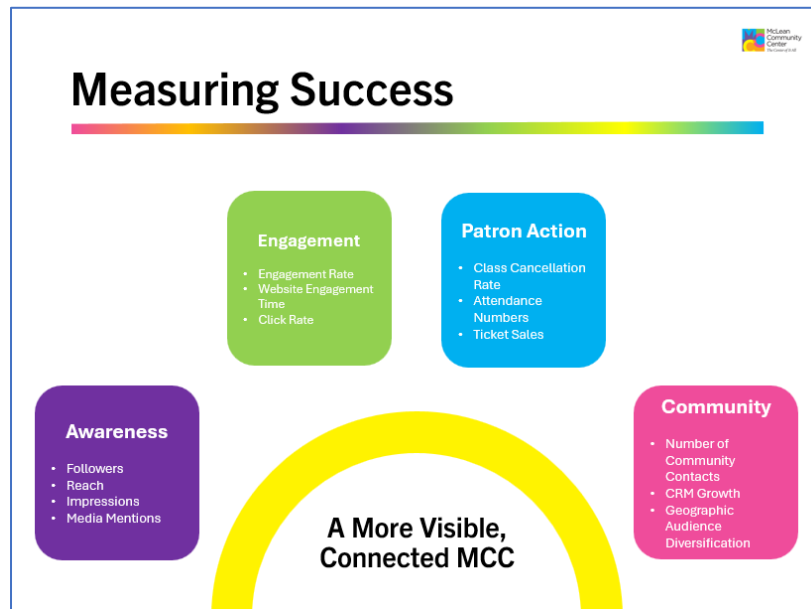
Stay informed about technological trends and ensure we can **be visible** in this highly competitive and saturated market.



Comment by Chair Liz Lawson: Those community relationships are probably the most important because that brings local people to the door. We now have quarterly Civic Group meetings in which organizations talk about how to communicate MCC's offerings and create that synergy. We have reached out to every public high school, middle school, elementary school > Jessica Wu has met with them to ask how we can communicate about our events (sending information to them monthly). As a community center, MCC needs to be totally ingrained into the community.

Comment by Board Chair Ron Keesing: If we wanted to identify the largest churches in the area and make an effort to show up once a month and ask for a speaking slot to talk to them about what's going on at MCC. If we thought about the biggest gatherings of McLean people that is the biggest thing board members and staff can do to engage with people who just don't come here. There is a whole community of people who know what MCC is and come and love what we do. But there is also a bigger set of people who don't.

Question: Do you all ever look at home sales and offer people newly moving to the area to send them a welcome letter and offer a tour?
We did have a conversation about working with realtors to have a welcome packet of collateral about MCC. We just started working on a trifold brochure we can give to realtors and new home buyers that encapsulates as a holistic overview what MCC does. Years ago there used to be a welcome packet that would be mailed to new residents. We are trying to get back to something like that.



Summary by Board Chair Ron Keesing:

One goal for this year could be to think about increased experimentation. Such as choosing to double the budget for advertising for one event and see if it makes a difference? What would the approach to being experimental look like?

Comment by Chair Liz Lawson: It sounds like you're already doing some innovative things, which is great. The welcome packet is a wonderful idea because it would help people who just moved to the area feel welcome. Also reaching out to outside groups. Agreeing with Ron, that's a huge opportunity for board members to go out and be visible and attend various groups.

Comment by Board Chair Ron Keesing: Maybe we can empower some of our community volunteers who work at events. Also, Youth Ambassadors – that's a great job for them to incorporate into their activities.

Question: How do you connect with people in the community? Schools... houses of worship – those are the big two.

COMMITTEE GOALS: PROGRAMS FOCUS

**remarks by Chair Liz Lawson*

One thing I want us to consider: Think about the folks who are walking through our doors. What is the offer for them? It doesn't have to be elaborate – Executive Director Betsy May-Salazar and I have talked about a small happy hour; casual pop-up; Mah Jongg in the courtyard. Low-key aspects that can be repeated often. This is a genuinely different strategy than the big productions that are put on by Special Events staff. It hasn't really been tried yet. Not just SIA; but reaching 40-year olds. Mah Jongg is o huge right now – can we engage people like that? We must keep in mind that MCC facility has limits of space and parking capacity if an Alden show sells-out.

- 1. As we go through this, I would love it if we can also keep an eye out for things that are small, repeatable and don't need the whole building.**
- 2. And let's keep the 'double budget' aspect in mind: If we had twice the resources as today, what would be on the calendar that isn't right now?**

2026 SUMMER CONCERT SERIES REVIEW

*remarks by Performing Arts Director Sarah Schallern Treff and Director of Youth Programs Danielle Van Hook
Our summer concerts series is one of the things people say they are most interested in MCC offering.



SUMMER
CONCERT SERIES
ANALYSIS

September 16, 2026



What	High quality, free summer concerts!	
Where	2025-26:	McLean Central Park Amphitheatre
	2024:	Lewinsville Park Front Porch
	2023 & prior:	McLean Central Park Gazebo
When	2025-26:	Thursdays @ 7 p.m.
	2024:	Sundays @ 5 p.m.
	2023 & prior::	Sundays @ 4 p.m.
Who	Audience:	McLean residents and the greater area
	Artists:	Mix of musical genres; Local and Non-Local
	Staff:	Primarily The Alden's staff



Summer Concert Series in the Amphitheatre

Summer 2025			Summer 2026		
The Pack Drumline 🌧️	June 19	0 Cancelled due to severe storm/loss of power	The Pack Drumline	June 18	211
Bennie and the Jets: Tribute to Elton John 🌡️	June 26	0 Cancelled due to heat	Bennie and the Jets: Tribute to Elton John	June 25	316
Johnny Folsom 4	July 3	287	Still Surfin'—A Tribute to the Beach Boys 🌡️	July 2	0 Cancelled due to heat
Good Co.	July 10	276	One Hit Wonderers 🌧️	July 9	0 Cancelled due to storms
LOVER: The Eras Tour Experience 🌡️	July 17	900	Experience Unlimited (EU) 🌡️	July 16	191
Purple Xperience	July 24	306	Uptown	July 23	321
VCO Brass Quintet 🌡️	July 31	0 Cancelled due to heat	Koo Koo	July 30	384
Total attendance		1,769	Total attendance		1,423

🌡️ = Actual temperature above 93° 🌧️ = Storms



Question: Going back a few years, it was on Sunday afternoons; now at 7 p.m. on Thursdays? Is that weather-generated or availability?
 It is almost 100% weather-related. It is now cooler and attendance has increased. It is also better to not compete with everything that is happening publicly on weekends (birthday parties; sports events). You will never find the perfect time, but we thought we could get better attendance as an after work place to stop by on a weekday evening. All those things factored into the decision. It's been very well received at this new Thursday evening time.

Comment by Board Chair Ron Keesing: When it works, it's the best! If you can build up reliable momentum on Thursdays, that would be great.

Things to know about Summer Concert Series Planning

Cancellations will happen. Under 30% is a good season.	Need to ensure safe working conditions from 11 a.m.-11 p.m.	Extreme heat, severe storms and poor air quality (climate change) are the primary reason for cancellations.
Force majeure contract clause ensures rescheduled date within 2 years.	When appropriate, concerts are rescheduled at other MCC events.	The amphitheater does not have any theatrical infrastructure or storage.



Cancellation policy major factors

When and why we cancel:



7 hours prior:

- Thunderstorms and other severe weather chances are consistently 60%+



3 hours prior:

- Moderate or heavier rain chances are 60%+



2 hours prior:

- Severe weather appears unexpectedly, or NWS issues a Severe Weather Warning



ASAP

- NWS issues a Heat Advisory/Extreme Heat Warning for the show day
- Code Red Air Quality or above for show day

All data is based on reports from the National Weather Service



Cancellation FAQs

Why do the daytime weather conditions matter?

- Technical Staff workday is normally 12 hours: They move the equipment from MCC to the park, assemble a full technical infrastructure, sound check, run the show and bring it all back to the MCC.
- The amphitheater floor concrete contains rebar—the closest emergency shelter is the library, more the 200 ft away.
- Without a storage area, equipment and supplies can easily become airborne or damaged. The proximity to Rt 123 is concerning.
- These conditions can put technical staff at a greater risk of injury and illness

Why don't you change location?

- MCP and/or Camp Shakespeare uses the theater for most of the summer.
- We have moved concerts to the Community Hall. Attendance was very low and sound was bad (cement brick room not intended to host concerts).
- Changes the experience: More restrictions on number of people, not a "picnic" environment, and dogs aren't allowed. ☹️

Can you schedule a rain date?

- Additional cost—would require booking the artist for two dates.
- No guarantee that the rain date will have better conditions.
- In most cases, we are able to reschedule the concert to a date the following year with minimal additional fees.



The MCP amphitheater does not have storage; we bring an entire sound system and create a backwall with a tent.

***When considering your challenge of what we would do if we have double the budget – having secure storage for a sound system and lighting instruments is the dream to have in MCP. That would reduce work hours outside in the heat (basically, carrying equipment into the park to recreate The Alden sound system over in the park to be able to support the performing artists).**

Question: Are we on that path? No. There were big dream discussions about MCP amphitheater when it was being designed - but final design was much more minimal, with no electrical power. This summer MCC invested in adding electrical to be able to position our console booth. We have what we need to be able to operate at a bare minimum and plug-in through the trenches. We don't know if such cost investment is worth our programming for what we actually do in the park.



Changes we are considering to mitigate increasing weather uncertainty.

Change the time period	Less technical event set up	Fewer outdoor concerts	Local bands
May and/or September? Tends to have less severe heat & storms. Large number of other special events and cultural celebrations.	Movie series? Would require a later start time and purchase of specific equipment.	Consider reducing the series to 4-5 concerts in July. Increase indoor performances (1-2) in June.	Would reduce the need to cancel early due to artist travel. Season would be more similar to FCPA concerts .



Executive Director Betsy May-Salazar mentioned: the basic premise is 30% cancel – we just need to accept it. Everyone has cancellations. It's the true nature of outdoor programming in summer. MCC's concert series has built a lot of momentum. We want to continue to provide high-quality outdoor summer programming. We've built our contracts in the best way to not lose much money. We have a great system of getting everyone scheduled last year who canceled now slotted into this year.

We are considering having more local artists. We struggle with the heat conditions that emerge in afternoon/early evening. One week this summer, it was awful by 3 p.m. (104 degrees) but we parked an OFC van there with air conditioning, as a respite place. It worked – that is a model for our staff (emergency cooling).

Comment by Board Chair Ron Keesing: The heat is an aspect. Thunderstorms are unpredictable. But for heat, maybe have portable cooling or sprayers? There are potential cooling options available. (However, there is no water source in MCP.)

Suggestion: Have we considered a fall concert series? However, September is not ideal. There are lots of things going on, but half of McLean is gone during summer (on vacation somewhere else). We maybe need to look at shoulder season.

Summary by Chair Lawson:

As someone with a younger kid, September is really hard for parents – back to school; sports teams. A weeknight would not work. Also, today it was still extremely hot. We are talking about perfecting and how we can grow this event. Don't reduce this series. There is something very unique and "summery" about having it outdoors – that's special!

ALDEN THEATRE SEASON OVERVIEW

**remarks by Performing Arts Director Sarah Schallern Treff and Director of Youth Programs Danielle Van Hook*

The Alden staff would love for any board member to do the curtain speech for any of these acts. Or, offer this to anyone in the community who would be interested in introducing the concerts. It is an opportunity to welcome attendees and a very important "thank you" for tax district residents for contributing the funding for what we do at MCC.

A video clip and brief synopsis of each performing artist was shown. *(presentation attached)*

The Alden Box Office staff will set up an appointment with board members to arrange tickets. We offer refunds up to 48-hours before curtain. Tax district residents receive a 20% discount; and no fees if buying online.

DISCUSSION:

The Alden brochure is great!

Question: Were you able to accomplish the licensing on mainstream films?

We have an umbrella license through Swank: we get to use images. It doesn't expand the publicity quite that much but we are excited to be able to offer movies we haven't been able to find on disk that now we can show because they have them.

OLD /NEW BUSINESS

Chair Lawson thanked the committee members and MCC staff for thoughtful presentations and fruitful discussion on all topics this evening. She opened the floor to any matters of old or new business.

Nothing else was mentioned as a further topic for discussion.

ADJOURNMENT

With all business matters concluded, Chair Lawson thanked everyone for attending and adjourned the meeting at 8:10 p.m.

Respectfully submitted – Holly Novak, Executive Assistant

BEING VISIBLE

Making MCC's Programming Visible and Accessible to
All of McLean's Global Community and Beyond

Prepared for the MCC Programs &
Community Engagement Committee

Wednesday, Sept. 16, 2026

Today's Agenda

- PIO Role & Responsibilities
- Executive Overview of MCC Marketing
- Detailed View of Marketing KPIs
- Marketing Strategy for FY27 & Beyond
- Tracking Measurable Outcomes

What Does the MCC PIO Do?

The MCC PIO is responsible for all Marketing & Comms such as Brand Management, Program & Event Promotion, Digital Marketing, Print Marketing, Website, Signage/Banners and PR.



Executive Overview: Where We Are



Our goal is not simply to promote MCC programs. It is to make MCC/Alden/OFC offerings more visible, accessible and relevant to more members of our community.

We are Expanding Our Reach

Social Media following and engagement rate is growing at a faster pace. We have a strong open rate for our regular newsletters with a growing number of subscribers.

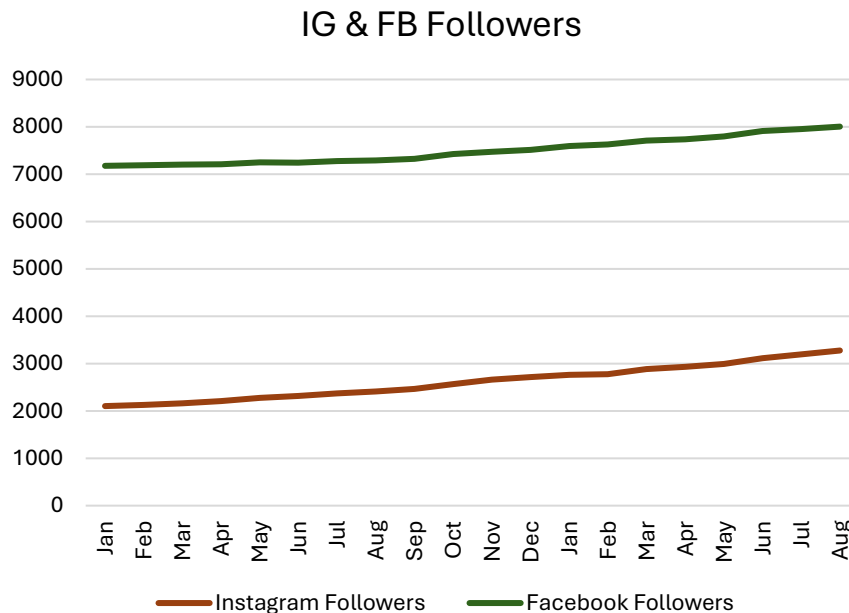
We Use Data for Marketing Decisions

We are regularly tracking Marketing KPIs that provide direction and insights to the marketing strategy.

We are Focusing on Sense of Community

Being visible in the McLean community is the ultimate goal. We strive to create a sense of belonging to those who gather at all MCC offerings.

Faster Growing Social Media



2.5%

Monthly Instagram
Follower Increase
in Jan - Aug '26
Compared to 2%
from Jan - Aug '25

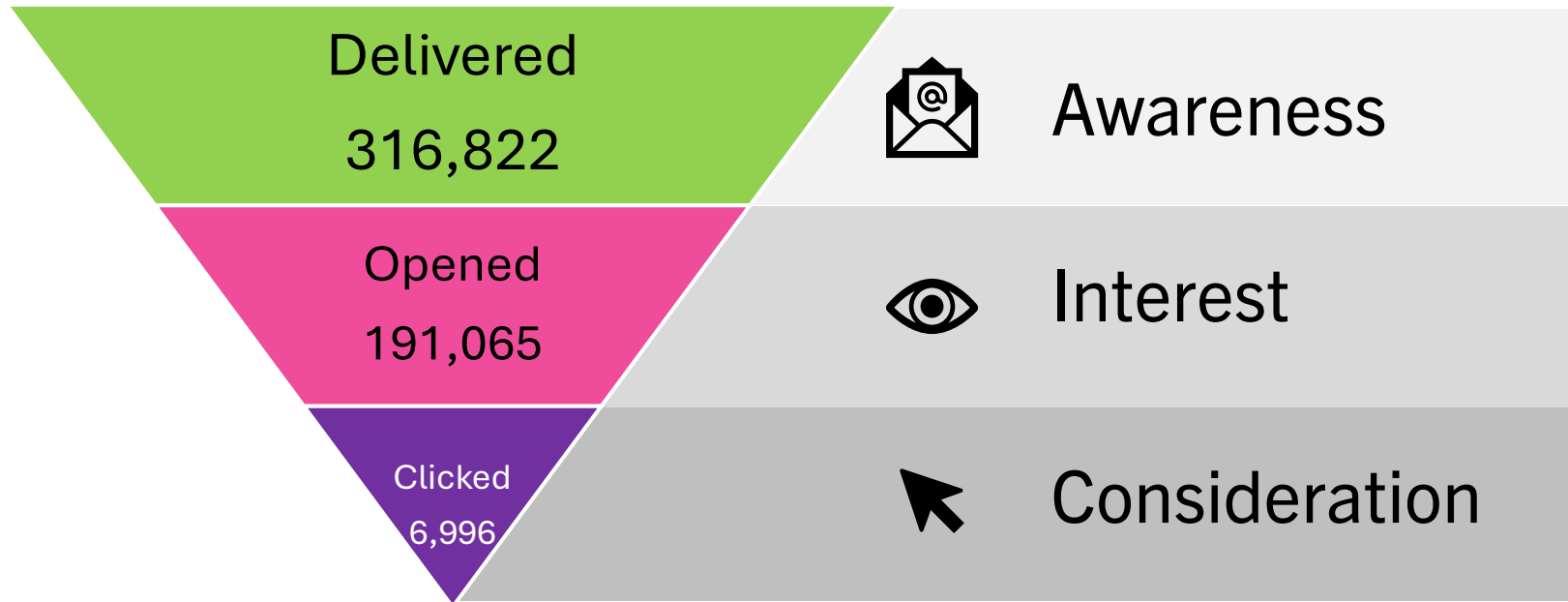
1%

Monthly Facebook
Follower Increase
in Jan - Aug '26
Compared to .14%
from Jan - Aug '25

Audience (MCC Facebook):

- Over 60% are 35-54
- 51% in McLean; 12.3% in Arlington; 8% in Tysons
- 68.3% Discover by the Feed
- 71% of Page Interactions are Followers

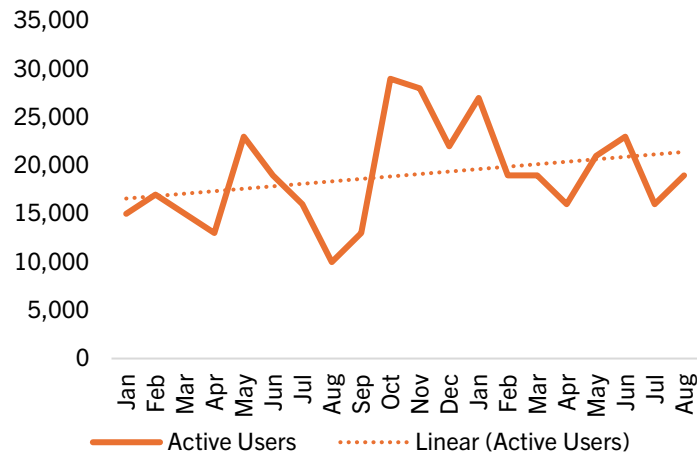
Consistently Curious Patrons



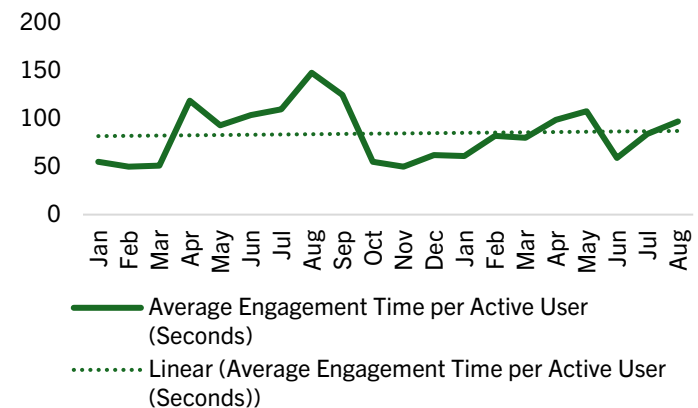
- ✓ Patrons are curious about what MCC offers with a high newsletter open rate of **62%**.
- ✓ The click rate of **2%** is strong but also shows that there is opportunity.

Increased MCC Web Traffic

Active Users



Average Engagement Time per Active User (Seconds)



25%

Increase in web traffic
from Jan-Aug '25→
Jan-Aug '26.

20,250

Average monthly number
of users in FY26 who had
an average engagement
time of 86.6 seconds.

FY26 Top Pages Visited

1. Home
2. McLean Day
3. Performances
4. Antiques Show
5. Special Events

PIO Decisions in an AI World

Google

Free things to do in McLean, Virginia this weekend with my family

AI Mode **All** Short videos Images News Forums Shopping More Tools

AI Overview

You can [check out local schedules and community events on the McLean Community Center Calendar](#) for free weekend activities around town. McLean Community Center

Here are some great free spots and weekend ideas for your family in and around McLean:

What are the top 3 family-friendly performances you would recommend to go see in October near me?

AI Mode **All** Short videos News Forums Shopping Images More Tools

AI Overview

The top 3 family-friendly performances recommended near McLean for October 2026 feature [great options right in town and just a short drive away](#):

- 1. The Addams Family Musical (McLean, VA)**
Presented by the **McLean Community Players**, this laugh-out-loud musical comedy brings the delightfully creepy and kooky family to life onstage. It is a wonderful production that celebrates family, loyalty, and embracing what makes each person unique. McLean Community Center

Give me the top 5 family events in October near McLean, VA

AI Mode **All** Short videos News Forums Shopping Images More Tools

AI Overview

Here are 5 top family-friendly events coming up this October in and right around McLean, VA:

- OFC Ignite** at the [McLean Community Center / Old Fire House Center](#): On Saturday, October 10, 2026, bring the family out for arcade games, ping pong, board games, and sensory-friendly spaces.
- Kids' Halloween with Wicked** at Shipgarten: On Sunday, October 25, 2026, enjoy a magical, family-friendly Halloween festival in McLean inspired by the hit musical *Wicked*, featuring character appearances and costume contests.
- 5th & 6th Grade Monster Mash** at the [McLean Community Center](#): On Friday, October 23, 2026 (7:00 PM – 9:30 PM), older kids can dance the night away with a live DJ and snacks.
- Cox Farms Fall Festival & Fields of Fear** (Centreville, VA): A short drive away, this massive Northern Virginia tradition features giant slides, farm animals, a huge corn maze, and world-famous apple cider donuts.
- Fall Harvest Family Days** at George Washington's Mount Vernon: Held late-October weekend, families can watch 18th-century wheat treading, enjoy horse-drawn wagon rides, and meet friendly farm animals along the Potomac.

Chess class for my 8 year old son near McLean, VA

AI Mode **All** Short videos News Forums Shopping Images More Tools

Online classes Open now Top rated

McLean, VA Choose area

AI Overview

Your son has great local options for chess classes in McLean, suited for an 8-year-old whether he is a beginner or ready for tournaments.

Top Local Chess Programs

McLean Community Center
4.7 ★★★★★ (224)
Community center
Open · 1234 Ingleside Ave

Call Directions Website

- Details:** The community center hosts a youth chess club taught by the [Magnus Academy](#) (formerly Silver Knights). Classes mix interactive lessons with practice games for ages 6 to 12.
- Location:** 1234 Ingleside Avenue, McLean, VA
- Schedule:** Often held on Wednesdays (such as 6:00-7:00 PM). You can check current openings or register via the [McLean Community Center](#).

Franklin Sherman Elementary School Chess Club
Elementary school
6633 Branner St

Call Directions Website

- Details:** If your son attends [Franklin Sherman](#) or lives nearby, they run an on-site after-school chess club through [Magnus Academy](#) covering rules up to tournament

best after school membership options near me for my 6th grader

McLean, VA 22101 Use precise location

AI Overview

For a [6th grader in McLean, VA](#), the top after-school membership and program options focus heavily on blending social independence with structured academic or recreational support.

The premier local options available right now include:

- 1. The Old Firehouse Center (OFC) After-School Membership**
Run by the [McLean Community Center](#) and located right at 1440 Chain Bridge Road, this is the [most popular dedicated membership program for middle schoolers](#) (5th–8th graders) in the area.
- What it offers:** Themed clubs (cooking, fitness, art, gaming, film), monthly pet therapy, a quiet homework/study space, and daily snacks. They also host high-energy [Friday Night Activities](#) like local field trips.
- Transportation:** Provided directly from [Cooper Middle School](#) and via FCPS buses from [Longfellow Middle School](#).
- Hours:** Monday–Friday, 2:30 PM – 6:00 PM.
- Cost:** **\$325 per school year** (\$300 for MCC District Residents).

- 2. FCPS Middle School Afterschool (MSAS) Program**
If your child attends a Fairfax County public school like [Cooper Middle School](#) or [Longfellow Middle School](#), they have access to the [free Middle School Afterschool Program](#) directly on-site.
- What it offers:** A rotating schedule of student-led clubs, sports, STEM competitions, [career exploration](#), and [community service](#).

PIO Spend, Effort & Effectiveness

We have partly developed the MCC marketing strategy based on insights gathered from how patrons would like to learn about MCC offerings with their PIO budget spend percentage, effort/time level, and effectiveness.

Source of MCC Offerings	PIO Budget Spend %	Effort/Time Level	Comms Effectiveness	Marketing Effectiveness
E Newsletters	Very Low	Low	High	Moderate
Program Guides & Brochures	High	High	High	High
MCC Website	Very Low	Moderate	High	High
Direct Mail/ Postcards	Very Low	Moderate	High	Moderate
Social Media	Very Low	Moderate	High	High
Flyer/Poster	Low	Moderate	High	Low
Word of Mouth	N/A	Moderate (Indirectly)	High	Moderate
Banner/Signs	Low	Low	Moderate	Low
Ads	High	Moderate	High	Moderate

Overall, the Data is Telling Us Where to Go



Engage in **targeted audience marketing efforts** while also strengthening MCC branding.



Share engaging content that creates a **sense of community** versus just share our offerings.

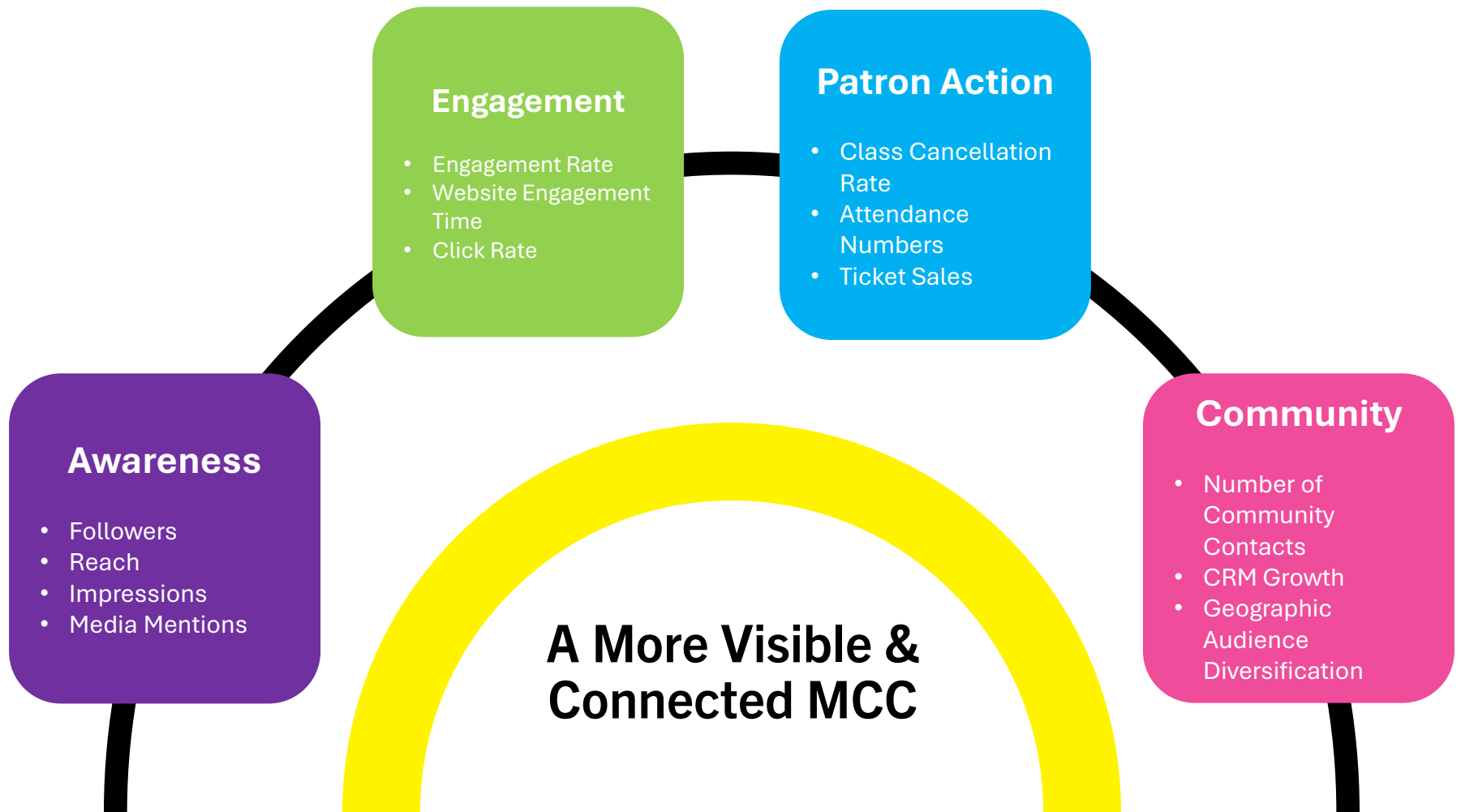


Focus on further bolstering **community relationships** such as with local PTAs, community civic groups, etc.



Stay informed about technological trends and ensure we can **be visible** in this highly competitive and saturated market.

Measuring Success





SUMMER CONCERT SERIES ANALYSIS

September 16, 2026

What

High quality, free summer concerts!

Where

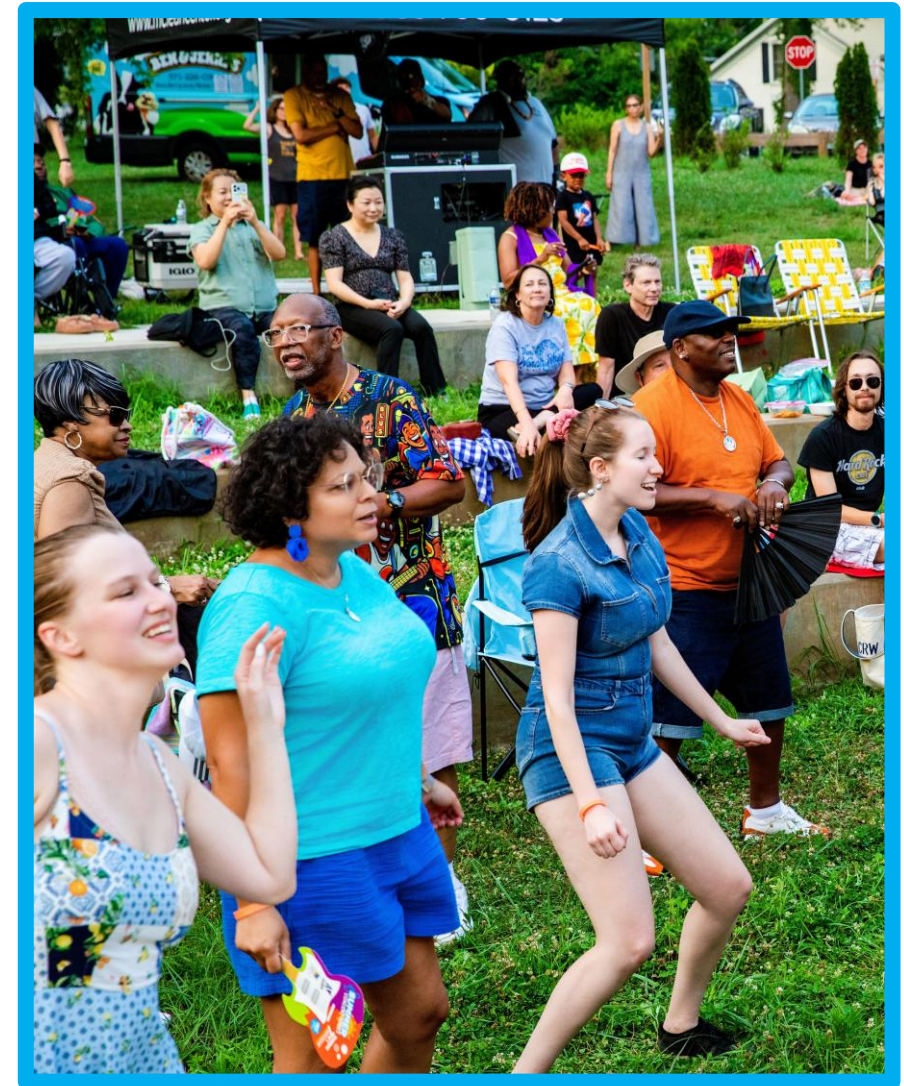
2025-26: McLean Central Park Amphitheatre
2024: Lewinsville Park Front Porch
2023 & prior: McLean Central Park Gazebo

When

2025-26: Thursdays @ 7 p.m.
2024: Sundays @ 5 p.m.
2023 & prior:: Sundays @ 4 p.m.

Who

Audience: McLean residents and the greater area
Artists: Mix of musical genres; Local and Non-Local
Staff: Primarily The Alden's staff



Summer Concert Series in the Amphitheatre

Summer 2025		
The Pack Drumline 🌧️	June 19	0 Cancelled due to severe storm/loss of power
Bennie and the Jets: Tribute to Elton John 🌶️	June 26	0 Cancelled due to heat
Johnny Folsom 4	July 3	287
Good Co.	July 10	276
LOVER: The Eras Tour Experience 🌶️	July 17	900
Purple Xperience	July 24	306
VCO Brass Quintet 🌶️	July 31	0 Cancelled due to heat
Total attendance		1,769

Summer 2026		
The Pack Drumline	June 18	211
Bennie and the Jets: Tribute to Elton John	June 25	316
Still Surfin'—A Tribute to the Beach Boys 🌶️	July 2	0 Cancelled due to heat
One Hit Wonderers 🌧️	July 9	0 Cancelled due to storms
Experience Unlimited (EU) 🌶️	July 16	191
Uptown	July 23	321
Koo Koo	July 30	384
Total attendance		1,423



= Actual temperature above 93°



= Storms

Things to know about Summer Concert Series Planning

Cancellations will happen.
Under 30% is a good season.

Need to ensure safe
working conditions
from 11 a.m.-11 p.m.

Extreme heat, severe
storms and poor air
quality
(climate change) are the
primary reason for
cancellations.

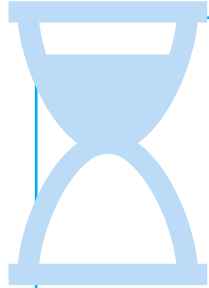
Force majeure contract
clause ensures
rescheduled date within
2 years.

When appropriate, concerts
are rescheduled at other
MCC events.

The amphitheater does
not have any theatrical
infrastructure or storage.

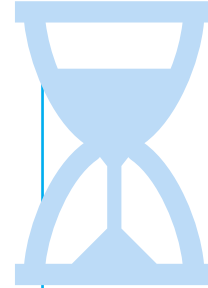
Cancellation policy major factors

When and why we cancel:



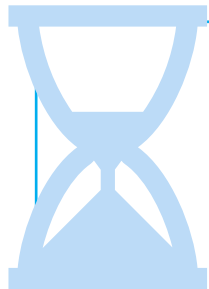
7 hours prior:

- Thunderstorms and other severe weather chances are consistently 60%+



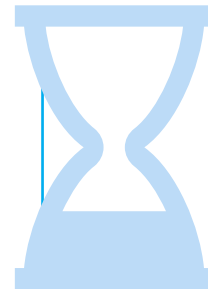
3 hours prior:

- Moderate or heavier rain chances are 60%+



2 hours prior:

- Severe weather appears unexpectedly, or NWS issues a Severe Weather Warning



ASAP

- NWS issues a Heat Advisory/Extreme Heat Warning for the show day
- Code Red Air Quality or above for show day

All data is based on reports from the National Weather Service

Cancellation FAQs

Why do the daytime weather conditions matter?

- Technical Staff workday is normally 12 hours: They move the equipment from MCC to the park, assemble a full technical infrastructure, sound check, run the show and bring it all back to the MCC.
- The amphitheater floor concrete contains rebar—the closest emergency shelter is the library, more the 200 ft away.
- Without a storage area, equipment and supplies can easily become airborne or damaged. The proximity to Rt 123 is concerning.
- These conditions can put technical staff at a greater risk of injury and illness

Why don't you change location?

- MCP and/or Camp Shakespeare uses the theater for most of the summer.
- We have moved concerts to the Community Hall. Attendance was very low and sound was bad (cement brick room not intended to host concerts).
- Changes the experience: More restrictions on number of people, not a “picnic” environment, and dogs aren’t allowed. ☹️

Can you schedule a rain date?

- Additional cost—would require booking the artist for two dates.
- No guarantee that the rain date will have better conditions.
- In most cases, we are able to reschedule the concert to a date the following year with minimal additional fees.

Changes we are considering to mitigate increasing weather uncertainty.



Change the time period

May and/or September?

Tends to have less severe heat & storms.

Large number of other special events and cultural celebrations.

Less technical event set up

Movie series?

Would require a later start time and purchase of specific equipment.

Fewer outdoor concerts

Consider **reducing the series** to 4-5 concerts in July.

Increase indoor performances (1-2) in June.

Local bands

Would **reduce the need to cancel early** due to artist travel.

Season would be **more similar to FCPA concerts**.