

School Climate/Culture Planning Committee

Agenda

3/7/2017

6:30pm

Parent Liaison Discussion.....Laura Harris

-Input from school Administrators

-Finalize

Report on Derby Alumni.....Martin Pascale

Review of Parent/Staff Handbook.....Alison Conway/Laura

-Need for NAEYC accreditation

Marketing Derby Schools Brainstorming.....Connie Condon/Laura

We want to establish a formal marketing plan for the District, but first need to understand what results we want to achieve. To do this, the first step is to answer the following question. Once we have the results identified, we can determine the audiences, messages and frequency. Tonight, just think of the results and record all thoughts provided. Ask for a volunteer to record and then 2-3 persons who could put initial together with the audience for each and 1 or 2 messages to achieve by the next meeting.

1. What result do we want our marketing to achieve?
(exp.-to expand community support(volunteers, financial, mentoring, alumni)

Other:

Next Meeting: May 2, 2017