

Marketing Committee Meeting

“Marketing Committee Action Items from January” 2021

Date: February 2, 2021

Meeting began at 4:30

Stacy Bender, Cliff Skagen, Betsy Skagen, Maggie Heggerston, Cheryl Cole

We have to wow families; word of mouth

Prong: Benchmark

Improve educational outcomes, test scores, etc. Make all benchmarks better than neighboring districts.

Prong: Destination

Make CCS the ultimate desired school for parents, families and students. Make it the “cool” school.

Discussed marketing strategies to target real estate market, events happening locally in the communities, utilize the Spectrum contract in place.

Look at a survey producing a database of tapping into families skill sets.

Promote extra-curricular activities for all age groups..

Write a Marketing Communications Plan to include use of exit surveys when families leave CCS.

Put all of CCS photos in a photo library for accessibility. Solve how to get the photos from staff.

Collect what is happening, highlight the happening, and promote it.

Template for press releases has been designed.

How do we tie in hashtags for clickable links when used on social media apps.

Look into 20-21 t-shirt orders paid for by online.

Edit current school brochure. Work towards a new brochure format.

Continue to develop ways to advertise, i.e., radio, newspaper, social media, area publications, etc.