

# Marketing Committee (2021)

## Goals

- Increase enrollment
- Publicise a positive, mission & vision focused, image of our school
- Be efficient and effective in our communications

## Norms

- We will meet every other Monday at 3:30
- Meetings will not exceed 45 minutes
- We will stay on topic and keep in mind the goals of this committee

## Membership

Mara Powers (chair), Maggie Heggerston (board representative), Clair Thompson (online representative), Holly Amaya (acting admin, online), Karen Teff (online), Jill Arendt (administrative representative)

## Agenda

4/26/21

Members Present: Mara, Karen, Claire, Holly

Review Goals & Norms

Review Previous Minutes (attached)

## Social Media

- Facebook
- Instagram (request access & merge with FB)

## Communications

- Marketing email (request access)
- Email marketing
- Press releases
- (Print) Media - comes to committee
- Website - look over to see if it's up to date, see what we could add

## Budget

- \$11,470/20,000
- Finance committee will recommend an increase
- Spectrum Contract \$750 per month - Holly will dig more into this, some commercials? Ads?
- Sponsored FB posts - need CC

## Advertising

- Mailers - targeted mailing for supplemental option, kinder & pre-k
- Other - adopt a highway - Karen will look into, magnets/clings (cars)

## Events

- Community Engagement Committee collaboration

For next meeting come with:

Brainstorm: Start/Stop/Continue

- What has been done that we would like to **continue**
- What has been done that we want to **stop**
- New ideas we may want to **start**

## Ideas:

- Possible student member
- Shared posts that are relevant to our families
- Calendar schedule - bigger picture plan (posts per week, media contacts per month)
- Student survey/Family survey?

From last meeting (4/12/21):

Big things for Marketing

Big things is that we need at least 1 or 2 more folks on the team. Mara is going to Jen Miller and Emily Stull-Richardson to join... If they say no, then we need to look elsewhere on an online representative

Discussed what we want to accomplish for the last month or so for the school year

- Big thing is just positive messaging via social media and potentially through the new outlets if we have any fun events going on.
- We would love to connect with the community engagement committee to see what we could be involved in or have a presence in going forward
- Mara has been killing it on our Facebook page - has our viewership up 95% since last month

Our big goals moving forward as a marketing committee

- Increase enrollment
- Increase communications
- Continue positive messaging to the community and families

Doing this all through our social media, website, advertisement, and local media outlets

We discussed potential ways of showcasing our online school and way to get folks engaged and keep our enrollment high

Before the end of the year and once we have a full marketing committee, is sitting down and re-evaluating what we want for our committee's mission, values, goals, and come up with somewhat of a strategic plan moving into this summer and into next school year.

\*\*\*\* Do we have a budget at this time for marketing?\*\*\*\*\*

For the next month

- Goals
- Increase enrollment across online or
- Communications (family and local community)
- Positive messaging

Ideas going forward:

- Announcing events
- We are up 95% on view
- We might have a think tank / panel with the students
- Twitter
- What are we doing with the website
- Showcasing classes, teachers, student projects
- Advertising, new (we don't have a media go to - "the school page" )
- One of the reporters from the
  - Bird banding
- Echo/
- North

Google calendar ( Crosslake comm. charter school)

Jen

Online representative \*\*\*\*\*

Presence at community events / how we can be involved

Some partnership with the community engagement meeting / keep marketing in the loop - any potential community events that we can be involved in or have presence.

If we have a budget - the amount ( what does that look like for the summer & into the next year)

Tangible - (shirts, game booth, print advertising, what does that look )

Jen Miller & Emily Stull-Richardson - we are going to ask / if a no -

Next meetings (The 26th, May 10, and May 24th )By then develop a plan for the summer