



Forest Lake Area Schools

Communications Committee

TO: Communications Committee

FROM: Corey McKinnon, Director of Community Education

SUBJECT: Communications Committee Agenda
Thursday, February 21, 2019, 7:00 p.m.
School District Office Staff Room

Agenda

1. Welcome
2. Marketing and Enrollment:
 - Renaming of the ALC
 - Renaming of Southwest
 - Website Makeover Update
3. Communication Planning Process
 - Desired Outcomes (last meeting)
 - Different Audiences and Levels of Engagement
4. Community Education
 - Marketing Updates
5. Other Items

Upcoming meeting dates:

March 21

April 11 (2nd week of the month)

May 16

Inspire the learner; ignite the potential!