

21-22 Community Engagement/Marketing - Agenda/Minutes

Members

Heidi O'Brien - Chair/board member

Mindy Glazier

Kathy Faust

Ann Marie Rosium

Clare Thompson

Monique Duray

Rebecca Smith

Days/Times

3rd Thursday of each month 7:30-8am

Norms

1. Be on time
2. Stay on Topic
3. Assume positive intent of co-workers
4. Meeting will end on time

Jobs

Agenda - Heidi O'Brien

Notes - Mindy/Cheryl

Time Keeper - Clare Thompson

Mission:

Discuss and plan Community Engagement events as well as all marketing that happens with them. Discuss and create new marketing strategies, help with facebook posts, newspaper ads and press releases.

Goals

1. Host Community Engagement events at least once a month
2. Create all marketing materials to assist events
3. Create marketing to increase enrollment
4. Increase family engagement and community awareness

Wednesday November 17th

Present:

Agenda:

December Blood Drive-is there anything Kathy needs from us? Are they allowing food to be brought in/donated yet?-Thursday December 30th, should get confirmation today, checking to see if we can provide food or not as well

December 4th Crosslake Holiday Event participation-Door Decorating contest, Julie Riley paint pour, possible vendors, being sure school is "show ready", cookies/cocoa, Come back for Cabin Fever event plug, "assign" door theme,

January Service Members Breakfast?? Do we want to do this? When? Friday January 21st, breakfast: cinnamon rolls

January Service Projects-Heidi will get an email out to classroom teachers and get a google doc formed for projects to be reported

Report on Spectrum-Have not been able to meet with Kristin yet-Cheryl will take this meeting

Other advertising options?

Early February will be Cabin Fever-Let's start thinking about it

Thursday October 14th

Present: Heidi, Mindy, Clare, Becca, Kathy, Ann Marie, Cheryl, Monique

Agenda:

Finish job, mission, and goals

Halloween Parade: sign up to visit businesses

Blood Drive: Wednesday October 20th-only 4 spots open for "double bloods"

Marketing: Look at Spectrum-have Jodi Schott look into what we have been getting with this and cancel it in favor of different marketing-boost Facebook posts, Newspaper ads, Facebook videos.

Other: Create Facebook post "calendar" to schedule events. Do staff bio/"get to know you" posts.

Next meeting: Thursday, November 18th

Monday September 20th

Present: Heidi, Kathy, Ann Marie, Clare, Cheryl, Mindy

Agenda:

Chili Cook-off: PTO/CE members will begin cooking at 1pm on Friday. Mindy, Heidi, Elysha, Ann Marie, and Carrie will be there to help Saturday. "Blazing Fiesta Chili" is the name of our entry. We have 3 roasters we can use. **Cheryl and Annette will be attending the Senior Expo and will check in at school when done if more help is needed.

Book Fair: Mindy and Heidi will help with this Saturday. Clare would like the link to sign up for times to help as well. Many teachers and parents have signed up already.

Halloween Parade: Heidi will find the flyers and have Cheryl help to adjust them for this year's events. Heidi will create a google doc sign up and share it with the committee to put your names by the businesses you are willing to visit and ask them about participating in the Halloween Parade. Clare asked if there is a way for on-line to participate-suggested a fb live or something like that, due to "non-social media" kiddos we cannot do anything live, but Mindy offered to maybe do a google meet with the kindergarten class and the on-line elementary so they could see each others costumes. In the past if highschool learning lab students were attending that day, they did help walk with the younger classes-still possible if they are here that day.

Other: It was suggested maybe we move our meetings to Thursday mornings as Monday's are difficult for the kitchen staff setting up for the week. We will make that change.

Cheryl and Heidi will work on a Press release for Spaghetti dinner donations

Kathy has a blood drive scheduled in October.

Next Meeting: Thursday October 14th (since the 21st is MEA break)