



Strategic Planning/Marketing Committee Minutes
Wednesday, April 18 @ 4:30pm Aspen Academy – Media Room

In Attendance:

Misty Schutrop, Angela Tuma, Dave Peterson, Andrew Price, Connie Gayle, Christi Heitzman

Agenda

Call to Order: 4:38

I. Review strategic planning needs and next steps

Considered what the possible needs are for the school in terms of strategic planning. Building needs, academic improvement, media center design, 5 yr plan for the school as a whole, what grades are best to serve, demographic studies in relation to enrollment, middle school needs (programming and marketing), educating the community on who we are.

Was thought best that the strategic planning involves the faculty and staff lead by the director in order to define each section.

The process would be connecting the Board to ensure they are comfortable with the process, define the areas of focus, listen to parents and community needs, determine how best to get parents involved, take the objectives to the staff/parents/community, Board work with Director to create the expectations and objectives. Work to be done in late Summer or early Fall.

II. Review marketing needs and current activities and next steps.

Discussed our webpage needs and the current hosting. Want to figure out how to better use Facebook for our marketing needs.

Discussed the current marketing company agreement and want to ensure that we are getting what we are paying for.

Ideas to increase our visibility included getting info to local preschools, info on website, creating business partnerships, make sure that the donation recognition happens and figure out best ways to market the middle school.

The committee will meet again in June to discuss next steps.

Adjournment at 6:02pm