

Strategic and Marketing Meeting:

Attendees: Andrew Price, Connie Gayle, Jennifer Lee (Until 5:30pm)

Brought to order: 5:10pm

Marketing Committee.

There is an ongoing review of the website. Does it meet our needs? We need to make it a 'one stop shop' for all information for parents. It is not intuitive. Dr Gayle has looked at Eagle Ridge and believes their website is a template for an improved site.

After school problems have been a success. This year's revenue has been around \$11,000. With more time, and greater parent involvement, this can become a revenue driver as well as a service differentiator for the school.

The school is working to get media release forms signed and filed for all students. This will allow us to be more active on social media, in press and video, and online. Prospective parents will get this in their packets prior to the lottery.

We can do a better job of our school brand on Facebook. The classes, and the ACC has a strong social media presence, but the school itself, for non parents, can be more active.

Splitting these two committees will allow the marketing committee to become more of a 'hands on' working committee, involved in social media.

We need to do a better job marketing our differences and our successes.

We are a top 5% school for reading scores. Do people know that? Are we shouting that?

Strategic Planning:

We need to conceive of, and then develop, a 3 year or 5 year plan.

Future Strategic Planning Committees will have a consistent schedule through 2019 to encourage consistent attendance.

From a high level perspective, Middle School enrollment and planning will be a core focus. Is Middle School a bridge to an Aspen High School? Is Aspen better suited with no Middle School and simply maximizing Elementary School?

Our building capacity is 710 and we at 559, growing Middle School is going to quickly bring us to capacity.

If Aspen grows to a High School, where does that go? Does the 'Aspen' brand extend to another campus?

What are our differentiators with the competition? Can we add a Preschool? Can we offer PSEO

Can we do a better job of marketing to, and planning for, students from Burnsville and Shakopee School Districts? Is our focus too narrow?

Lots of questions to be distilled down for a committee focus on sustainable growth.

Adjourned: 6:05pm