



**Marketing Committee Meeting
Minutes
October 13th 2020**

Via Zoom

Committee Members:
Andrew Price - Vice Chair
April Schafer

Present: Andrew Price, Dr Connie Gayle, Christi Heitzman, Stephanie Smitley

Call To Order: 8am

Christ updated the committee:

Community networking continues in spite of in person events being canceled. We are on 'Alignable' to network within the community. We are also on 'Niche.com' ranked number 1 in Scott County and #3 in the whole state for elementary.

On Facebook, postings have increased. Christ has featured a 'Distance learner of the week.'

Since the last marketing meeting we were featured on KSTP for the Penguin Corps.

Marketing is focused on retention of current parents. Private schools continue to see increased interest. The weekly newsletter helps to keep parents engaged.

The website is being cleaned up with some improved links.

Tours started on September 21st. 3 tours per day.

There was a discussion on video tours of Aspen, featuring middle school kids. Christ will look into it.

'Aspenwear' is the new spirit wear store. There are myriad options.