

## **Marketing Committee October 2021**

### **Community engagement:**

- Alignable – establishing new account to connect with local community businesses and organizations
- Goal: Update flyers for community partnership program
- Fall Fundraiser – Worked with the Aspen Community to exceed our goal. Raised over \$63,000.

### **New Enrollment:**

- Website Updates
  - Main contact for all updates (Julie is backup)
  - Posting links to email communications
  - Cleaning up areas to reflect current workflow (reworking the section for New Families)
- Middle School Summer Camp – August 11, 2021
- 2 Summer play dates for new families: August 11 and August 20
- Information Nights:
  - Planning 2 Information Nights instead of school tours for the year – Oct. 27 and Jan 12.
  - Will create virtual tour of the school.
  - Updating virtual tour packet

### **Retention:**

- Working with Julie Martini to make sure we have email addresses for all families. Increasing open rates to an average of 65-70%. (Was 30% when I started)

### **Branding:**

- Fall Goal: Help teachers understand where to access logo and usage
- Promote top school status on Niche and US. News and World Wide Report Best Schools lists