

Laura Jeffrey Academy Board Development Committee Meeting Minutes

Meeting on: October 18, 2021

Present: Sonia Feder-Lewis, Board Member; Lyssa Cook, Leadership Team Member; Ann Henderson, Board Member; Lisa Alter Capell, Board Member; Linda Alter, Parent; Eva Tangen, Parent; Heather Shore, Parent; Danielle Jones-Glaser, Parent

- Discussed what Leadership has been doing in regards to Development and Marketing. Leadership had met with George Sand, wants to go directly to a marketing firm. Added 3 new enrollments. Increased Facebook presence and presence on other social media sites. Presence at the Art Crawl. New materials to do mailings. Many other activities taking place to improve visibility and enrollment.
- Discussed exit interviews and reasons for leaving..
- Discussed possibilities for increasing the number of activities.
- Leadership Team is looking for recommendations on how to market the school.
- The idea of a widespread media campaign was discussed.
- Our scholars and word of mouth is the best advertising but had not been effective enough.
- We discussed Linda Alter's marketing strategy materials and the idea of having a person directly responsible for marketing.
- Equity and social media were discussed.
- Finding consistency and tracking information was discussed. Perhaps a Teach for America or other type of intern could be helpful. Also discussed was the possibility of a contract position.
- CEL Marketing was mentioned.
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Reporting to the Board: A marketing firm should be hired that has experience in K-12. A marketing plan should be developed--perhaps a consultant to create a complete plan? We have to "go bigger" and fast. The Board would like to partner with Leadership to help them to support this issue. A wide spread approach (spray and pray approach) is recommended. We recommend beginning adding open houses soon. Adding more extracurricular activities would also be a long term strategy. Rebranding and long term goals should be considered for the future, including adding grades.