

Laura Jeffrey Academy Board Development Committee Meeting Minutes

Meeting on: 11.1.2021

Present: Sonia Feder-Lewis, Board Member; Ann Henderson, Board Member; Julie Stewart, Board Member; Lyssa Cook, Leadership Team Member; Annie Lien, Leadership Team Member; Heather Shore, Parent; Danielle Jones-Glaser; Linda Alter, parent

- **Meeting minutes from 10.5 were unanimously approved.**
- **Meeting minutes from 10.18 were unanimously approved**
- **Discussion of enrollment figures across schools overall and the general drops in enrollments**
- **Discussion of materials developed by Julie Stewart for tracking events and activities to support the marketing**
- **Discussion of tracking information and building a way of assessing how the information being distributed and the results.**
- **The Leadership Team would like the committee to research marketing firms and recommend several options.**
- **Discussion of making recommendations for the selection of marketing firm and constructing of an RFP.**
- **Discussion of immediate actions that can be taken including immediate flyer distribution.**
- **Danielle will create tabbed flyer for us to use.**
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