

Development and Marketing Committee Minutes 4/18/2022

Attendance: Annie Lien, Anna Robinson, Linda Alter, Danniell Jones Glaser, Ann Henderson

1. Review and approved committee minutes from the March 7th meeting.
2. Review of progress with CEL: Annie Lien
 - Progress on the website is going well. Fillable forms, cleaned it up, consistent language, photos. CEL is a little behind the timeline. Social media: templates have been created with consistent branding and a training was done with some families who have committed to regular posting, Report on Search Engine Optimization was available and does show a significant jump in searches from Feb to March when social media push was happening, geo targeting has been tried and will continue to be pushed. Ambassador packets are almost done which will support families who are sharing information with others about LJA.
 - Annie will come to the May 17th board meeting to give a report to the board.
 - Annie working with CEL on enrolment goals
3. Additional strategies for recruitment: All
 - Possibly purchase some swag to provide to kids and families when there are tours. Stickers and composition notebooks with LJA logo on them. Ask the board for additional dollars for these items tomorrow.
 - Look for additional STEM events where social media can be geo targeted
4. Other
 - Target for 2022-2023 year is to have 90 scholars, currently at 56.
5. Next meeting:
 - May 16th 6-7pm Zoom