

THE MAIN STREET ACADEMY
COMMUNICATIONS COMMITTEE
REGULAR MEETING AGENDA
MONDAY SEPTEMBER 16TH, 2019 @6:00 PM

2861 LAKESHORE DRIVE

PROJECTED DURATION: 1 HOURS AND 3 MINUTES

APPROVAL OF AGENDA 5 MIN

August 2019 Agenda

ACTIONS:

1. *Approve the agenda as submitted*

COMMUNICATIONS MANAGER UPDATE 20 MIN

Communications Process

- Comprehensive School-wide Calendar
- Ongoing events
- Extracurricular activities
- PTO Fundraisers
- Other Fundraisers
- Athletics
- Music
- Art
- TMSA University
- Requesting Creative

Marketing Campaign

- Mascot Campaign
- Giving Tuesday
- 10 Year Anniversary- Next week topic
- Ongoing Giving
- Alumni Giving Campaign (with 10 Year Anniversary)
- Annual Auction - 2 weeks

- 5K/10K happening this year?

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Website Updates

- Updates In-Progress
- Monthly Reporting

Social Media

- Monthly Reporting

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Donation Portal

- Proposal

Mail Chimp vs Edilio

- Proposal Submitted

Training

- TMSA Updates

NONE 1 MIN

WELCOME 1 MIN

WELCOME AND ROLL CALL 1 MIN

The meeting will be called to the order.

COMMUNICATIONS OFFICER'S REPORT 20 MIN

TMSA's current re-chartering process for communications

- Website
- Mock Interviews
- Special Call Meeting -09.17.19

Uniform Policy

- Transition year

Communications Improvements

- Parent to Teacher | Parent to Administration Response Time

Recommendations

Communications Team Functionality

- Work Session

PTO COMMUNICATIONS UPDATE 5 MIN

Lead: Ms. Graves

PRINCIPAL'S COMMUNICATIONS REPORT 5 MIN

Lead: Principal Parker

VOLUNTEERISM UPDATES PARENT LIASON 5 MIN

Volunteerism updates