



## Miles Ahead Charter School

# Minutes

## Development Committee Meeting

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### Date and Time

Tuesday September 3, 2024 at 7:00 PM

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### Committee Members Present

A. Turner (remote), C. Meniffee (remote)

### Committee Members Absent

*None*

### Guests Present

destiny.lowe@milesaheadcharter.org (remote)

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## I. Opening Items

### A. Record Attendance

C. Meniffee made a motion to approve the minutes from Development Committee Monthly Meeting on 05-02-24.

A. Turner seconded the motion.

The committee **VOTED** to approve the motion.

### B. Call the Meeting to Order

A. Turner called a meeting of the Development Committee Committee of Miles Ahead Charter School to order on Tuesday Sep 3, 2024 at 7:00 PM.

## II. Development Committee

## A. Marketing Follow Up

We were joined by Destiny to go over the website audit provided by TK Marketing and Consulting.

- Destiny reviewed the audit prior to the meeting
- Destiny felt comfortable taking on the project of enhancing the website

We agreed on the following:

- For the first phase, we want to ensure the font and colors are cohesive
- The home page needs to be revamped
- We are looking to move towards a video carousel
- It was mentioned that Tia likes the flow of Kipp website.
  - Destiny is going to find out what she likes about the website in particular
- Kolt likes the flow of Drew Charter's website
  - Destiny is going to find out what makes that website appealing
- Destiny will find a place for the tabs at the top
- Social media links need to be moved
- Communication for our Facebook and IG pages need to be handled
  - We have a working and active IG, however, Facebook needs to be managed. Possibly Destiny can connect with the vendor who is currently operating Facebook
- We have a goal to get at least the first phase complete by mid October to push for "Giving Tuesday"
- The tab at the top right will now say "Donate"
- The Academic tab needs to be more flushed out
- In the longterm, we want a fully functional website that is safe and everything all in one place with links. For example, aftercare links or links for t-shirt orders

## III. Closing Items

### A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 7:45 PM.

Respectfully Submitted,  
A. Turner

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## Documents used during the meeting

- 2024 Miles Ahead Website Audit\_Deliverd By TK.pdf