APPROVED

Miles Ahead Charter School

Minutes

Development Committee Meeting

Date and Time
Tuesday September 3, 2024 at 7:00 PM

Committee Members Present
A. Turner (remote), C. Menifee (remote)

Committee Members Absent
None

Guests Present
destiny.lowe@milesaheadcharter.org (remote)

I. Opening Items

A. Record Attendance

C. Menifee 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

Documents used during the meeting

- 2024 Miles Ahead Website Audit_Deliverd By TK.pdf