



# Elgin Math & Science Academy

## Outreach Committee Meeting

---

### Date and Time

Thursday January 10, 2019 at 3:15 PM CST

### Location

EMSA Campus 1600 Dundee Ave, Elgin

---

### Agenda

	Purpose	Presenter	Time
<b>I. Opening Items</b>			<b>3:15 PM</b>
A. Record Attendance and Guests			
B. Call the Meeting to Order			
C. Approve Minutes	Approve Minutes		
<b>II. Outreach: Families and Community</b>			<b>3:15 PM</b>
A. Lottery: March 7, 2019	Discuss	Melanie Gibb	15 m
1. <b>Lottery to add 52 K seats, fill any other vacancies</b>			
1. <b>Goal: 15 per each additional grade</b>			
2. <b>Goal: at least 75 new applicants for K</b>			
3. <b>Goal: keep diversity</b>			
2. <b>Funding for outreach</b>			
3. <b>Application uploads</b>			
4. <b>Location: GBPL</b>			
5. <b>Procedures</b>			
6. <b>Follow-up with admitted families</b>			
7. <b>Communications</b>			
1. <b>Current families</b>			
1. <b>Newsletters, fliers, emails</b>			
1. <b>Second letter: if you are NOT returning, please contact us by 2/1</b>			
2. <b>PLUS will your child enroll next year</b>			
2. <b>Include a prompt for them to invite other families</b>			
3. <b>Instagram, Website, FB</b>			
2. <b>Potential families</b>			
1. <b>Need ad in Reflejos</b>			
2. <b>Bravo add this December</b>			
3. <b>Fast Facts</b>			
4. <b>Videos and slideshows</b>			
5. <b>PR materials</b>			
6. <b>Letter/email to families on the waitlist same time as Kind letters</b>			

<b>B. Community Outreach</b>	Discuss	Melanie Gibb	5 m
<ol style="list-style-type: none"> <li>1. Share successes with community, "State of the School"</li> <li>2. Promotional materials</li> <li>3. Press</li> <li>4. Donors</li> </ol>			

<b>C. Upcoming Events and Ideas</b>	Discuss		10 m
<ol style="list-style-type: none"> <li>1. Past: Salvation Army Christmas Gift Give-Away</li> <li>2. GBPL Preschool Fair</li> <li>3. Table at Library \$\$</li> <li>4. Preschool Visits</li> <li>5. <b>Summit School</b></li> <li>6. BGCE</li> <li>7. Open House: January 31 6-7:30pm</li> <li>8. Centro</li> <li>9. HAE <b>Are there any Valentines events we can participate in?</b></li> <li>10. SSSA</li> <li>11. EHN</li> <li>12. The Centre Preschool</li> <li>13. East Side Rec Centre</li> <li>14. Flea markets: on Rte 24 and another Rte 31 FIND A LEAD (Impact)</li> <li>15. Laotian community</li> <li>16. Testimonials--share on FB</li> <li>17. Connecting with local churches</li> </ol>			

**III. Other Business** **3:45 PM**

<b>A. Goals for and Members of the Outreach Committee</b>	Discuss	Kerin Kelly	10 m
<b>B. Future Meetings</b>	FYI		5 m

**Regular meetings of Outreach Committee will be on the 2d Thursday of every month 3:15 pm: January 10  
February 14**

**IV. Closing Items** **4:00 PM**

<b>A. Adjourn Meeting</b>	Vote		
---------------------------	------	--	--