



# THE ACADEMY OF ALAMEDA

## The Academy of Alameda Charter School Board Marketing Committee Meeting

---

### Date and Time

Tuesday November 16, 2021 at 6:00 PM PST

---

### Agenda

	Purpose	Presenter	Time
<b>I. Opening Items</b>			<b>6:00 PM</b>
<b>A.</b> Record Attendance		Kristin Welch	1 m
<b>B.</b> Call the Meeting to Order		Kristin Welch	1 m
<b>II. Public Comments</b>			
<b>III. Main Agenda</b>			<b>6:02 PM</b>
<b>A.</b> 2021/22 Enrollment Campaign Update	Discuss	Matt Huxley	15 m
<b>B.</b> Additional Marketing Ideas to Potential Families	Discuss	Kristin Welch	15 m
<b>C.</b> Working Groups	Discuss	Kristin Welch	35 m
Marketing Committee breaks up into working groups in specific areas: 1. Website/Marketing to current families 2. Social media campaign 3. Preschools/community groups			
<b>D.</b> Share Out from Working Groups - Actions to be Taken Before Our Next Meeting	Discuss	Kristin Welch	10 m
<b>IV. Closing Items</b>			<b>7:17 PM</b>
<b>A.</b> Adjourn Meeting	FYI	Kristin Welch	1 m