



THE ACADEMY OF ALAMEDA

The Academy of Alameda Charter School Board Marketing and Fundraising Committee Meeting

Date and Time

Tuesday October 13, 2020 at 6:00 PM PDT

Agenda

	Purpose	Presenter	Time
I. Opening Items			6:00 PM
A. Record Attendance		Ron Whittaker	1 m
B. Call the Meeting to Order		Ron	1 m
II. Public Comments			
III. Marketing and Fundraising Committee			6:02 PM
A. Meeting Agenda	Discuss	Matt Huxley	55 m
IV. Closing Items			6:57 PM
A. Adjourn Meeting	Vote		

Cover Sheet

Meeting Agenda

Section: III. Marketing and Fundraising Committee
Item: A. Meeting Agenda
Purpose: Discuss
Submitted by:
Related Material: Marketing_Fundraiser Agenda - 10.13.20 .pdf



THE ACADEMY OF ALAMEDA

Marketing/Fundraising Meeting Agenda (Notice old logo) - 10.13.20

The Academy of Alameda's Mission: The Academy of Alameda equitably develops students into critical thinkers and life-long learners who navigate the world with integrity, and who apply their learning to empower themselves and their communities.

Envisioned Future: All students will achieve at high levels and we eliminate the opportunity gap so that our students' destiny is not determined by their demographics.

Outcomes:

Time	Topic	Outcomes/Activities	Notes/Links
	MARKETING		
15 min	Getting a Shared Understanding of our Objective/s This Year	<ul style="list-style-type: none"> ● Establish clear, consistent messaging specific to The Academy's Mission and Envisioned future. <ul style="list-style-type: none"> ○ AoA is a school committed to social justice (as a organizational outcome and in terms of building our students' capacity to explore/learn about issues related equity and inclusion) and ○ AoA provides students a personalized and deeply engaging learning experience 	
5 min	Decision Making and Process	<ul style="list-style-type: none"> ● Determine the decision-making person/bodies and process for making key marketing decisions ● Do we want to hire a consultant, seek out parents with expertise? 	

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25 min	AoA's Logo Tagline, and Color/s	<p>Outcome/s</p> <ul style="list-style-type: none"> ● Provide input into AoA's Logo <p>Activities</p> <ul style="list-style-type: none"> ○ Review the logos below ○ Do we like the current log with our modernized flame? ○ With words (equity, diversity, etc.) or without? ○ Feedback on The Academy of Alameda and Logo <ul style="list-style-type: none"> ● Provide input into AoA's Tagline <ul style="list-style-type: none"> ○ Determine a short phrase, set of words that captures who we are ● Do we keep hunter green as our dominant color? 	<p>Key ideas about logos: <u>Is it ok from a brand perspective to have different color schemes for your logo for different purposes?</u></p> <p>Tagline:</p> <p>What is a tagline? In the context of branding, a tagline is a memorable motto or phrase that's designed to serve as a permanent expression of your company's greater purpose and mission. Taglines are long-lasting, instantly recognizable with your brand and have the goal of both attracting customers & remaining top of mind with your existing audience.</p> <p>Examples:</p> <p>Head Royce Scholarship Diversity Citizenship</p> <p>Park Day Love Learning</p> <p>Bentley School Character Purpose Community</p> <p>AUSD Equity and Excellence for All Students</p> <p>AoA's Current Academic Engaging Meaningful</p>
15	Input into our	Outcome/s	Menu items to be added/removed to our

	Website	<ul style="list-style-type: none"> ● Review website <ul style="list-style-type: none"> ○ Taqua will give a quick overview of our new website which is being developed <ul style="list-style-type: none"> ■ https://www.sandiaprep.org/ ■ Template for new website: https://projects.invisionapp.com/share/JSYXDA5B2V4#/screens/433145552_Gallery_L_035-Academy_of_Alameda ● Members give input into the AoA's New Website <ul style="list-style-type: none"> ○ Matt and Taqua provide our thinking on the menu items to be listed and receive input 	<p>new website?</p> <p>Current Menu items:</p> <ul style="list-style-type: none"> ● HOME ● ABOUT ● ADMISSIONS ● FAMILY RESOURCES ● STAFF RESOURCES ● SUPPORT AOA ● OUR BOARD ● COVID-19 (Do we have a COVID menu item?) ● CONTACT <p>JOBS - may need to be removed LOG IN - may need to be removed</p>
FUNDRAISING			
15	<p>Review Campaign Ideas</p> <p>Schedule Meeting Focused on Fundraising</p>	<p>Outcome/s</p> <ul style="list-style-type: none"> ● Review and seek input on current ideas around annual campaign and smaller program specific fundraisers <p>Activity</p> <ul style="list-style-type: none"> ○ Go to AoA's website under Support 	<p>The Academy of Alameda - The Academy of Alameda</p>

Next Meeting Topics

Fundraising

- Identify Fundraising Chair/Coordinator

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