

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: The Academy of Alameda envisions a future where all students are successful, and their destinies are not determined by their demographics.

Meeting/Agenda Name: Marketing & Fundraising Committee

Date: 02/09/2021

Members in attendance:

Time	Topic	Outcomes/Activities	Decision/input	Notes/Links
15	Updates Since 1/5/21 Meeting	<ul style="list-style-type: none"> • Logo, letterhead & taglines have been updated • New website launched • Teacher Recruitment Video (Input from Team) • Family Testimonial Video • Enrollment Ads (will report back back data two weeks) <ul style="list-style-type: none"> ○ Google Search 		<p>Teacher Recruitment Video Password: aoa</p> <p>Family Testimonial Video</p> <p>Enrollment: Why the Academy of Alameda?!!</p> <p>Facebook Ad: Meet Leah, AoA's Elementary School Principal!</p> <p>Landing Page (for ads)</p>
10	Website Review	<ul style="list-style-type: none"> • Taqua will provide a review of our website's new features 		<p>Corrections are in the pipeline, Next step - focus on ES/MS program descriptions aoaschools.org</p>

25	Marketing	<ul style="list-style-type: none"> • Points of emphasis • Outreach to Alameda rising K & 6th grade families 		Marketing Ideas AoA Funk Music Video AoA Welcome Home
15	Fundraising	Chairperson candidate, grant subscription services, some type of benefactor public acknowledgement, appropriate AEF model, events		Spring Fundraisers AEF - Equipped 4 Success Reimagined

Actions

Action	Responsibility

Next Meeting (March 30 - 6 to 7pm) Topics: