



# Menlo Park Academy Governing Board

## Quarterly Strategic Planning Session

### Enrollment Summit

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#### Date and Time

Sunday April 30, 2023 at 10:00 AM EDT

#### Location

Menlo Park Academy  
2149 W. 53rd Street  
Cleveland, OH 44102

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The quarterly strategic planning session for Menlo Park Academy will take place on Sunday, April 30, 2023 at Menlo Park Academy, 2149 W. 53rd Street, Cleveland, OH 44102.

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#### Agenda

	Purpose	Presenter	Time
<b>I. Opening Items</b>			<b>10:00 AM</b>
Opening Items			
<b>A.</b> Record Attendance and Guests		Susan Dornan	1 m
<b>B.</b> Call the Meeting to Order		Teri Harrison	1 m
<b>II. Welcome &amp; Introductions</b>			<b>10:02 AM</b>

	Purpose	Presenter	Time
<b>A. Agenda Review</b>	FYI	Geoffrey Belanger	10 m
<b>III. Objective 1: Grow Enrollment</b>			<b>10:12 AM</b>
<b>A. Data-Goals, EGOP, June 22 Report</b>	FYI	Teri Harrison	5 m
<b>IV. Current Marketing Efforts</b>			<b>10:17 AM</b>
<b>A. Current efforts, expenses, &amp; impact</b>	FYI	Jennifer Ingraham	10 m
<b>B. SchoolMint/Enrollhand</b>	Discuss	Jennifer Ingraham	10 m
<b>C. Current Materials</b>	Discuss	Jennifer Ingraham	10 m
<b>D. Current Enrollment Process</b>	Discuss	Jennifer Ingraham	10 m
<b>V. Bloomwell Group</b>			<b>10:57 AM</b>
<b>A. Marketing Strategies for Charter Schools</b>	Discuss	Geoffrey Belanger	60 m
<b>VI. Lunch</b>			<b>11:57 AM</b>
<b>A. Lunch Break</b>	FYI	Geoffrey Belanger	30 m
<b>VII. Charter School Enrollment</b>			<b>12:27 PM</b>
<b>A. Charter School Enrollment Strategies</b>	Discuss	Sarah O'Bryan	45 m
<b>VIII. Small Group Brainstorming</b>			<b>1:12 PM</b>
<b>A. Brainstorm</b>	Discuss	Geoffrey Belanger	30 m
<b>IX. Brainstorm Share Out</b>			<b>1:42 PM</b>
<b>A. Share Out</b>	Discuss	Geoffrey Belanger	30 m
<b>X. Next Steps</b>			<b>2:12 PM</b>
<b>A. Implementation Plan</b>	Discuss	Geoffrey Belanger	30 m
<b>XI. Action Items</b>			<b>2:42 PM</b>

	Purpose	Presenter	Time
A. New Hires	Vote	Jessica Wilcox	10 m
<b>XII. Closing Items</b>			<b>2:52 PM</b>
A. Adjourn Meeting	Vote	Teri Harrison	1 m