



## Compass Charter Schools

### External Relations Committee Meeting

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#### Date and Time

Thursday October 26, 2017 at 4:00 PM PDT

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CCS Central Office: 850 Hampshire Road, Suite P, Thousand Oaks, CA 91361  
1846 West Imperial Hwy., Los Angeles, CA 90047  
3580 Wilshire Blvd., Suite 1130, Los Angeles, CA 90010

Please join my meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/636557557>

You can also dial in using your phone: (872) 240-3212 ; Access Code: 636-557-557

For questions or requests regarding accessibility, please call Miguel Aguilar at (805) 807-8199.

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#### Agenda

##### I. Opening Items

Opening Items

A. Call the Meeting to Order

B. Record Attendance and Guests

##### II. CONSENT ITEMS

A. Consent Items

Consent Items – Items under Consent Items will be voted on in one motion unless a member of the Committee requests that an item be removed and voted on separately, in which case, the Committee Chair will determine when it will be called and considered for action. Due to the set-up of BoardOnTrack, approval of any meeting minutes will be done through consent, unless removed and voted on separately as noted above, using the same vote count.

- Approval of October 26, 2017 Regular Meeting Agenda

### III. COMMUNICATIONS

External Relations

#### A. Committee Member Communication

- Matthew Brown
- John Vargas

### IV. REPORTS

#### A. Staff Report

#### B. The Story of Compass Presentation

### V. PUBLIC COMMENT

#### A. Public Comment

Addressing the Committee – Committee meetings are meetings of the Board of Directors and will be held in a civil, orderly and respectful manner. All public comments or questions should be addressed to the Committee through the Chair of the Committee. To ensure an orderly meeting and an equal opportunity for each speaker, persons wishing to address the Committee must send a Speaker Request Message through the form of a text message or chat box message to Miguel Aguilar, Executive Assistant to the CEO (805-807-8199). Messages must contain speaker name, contact number or email, and subject matter and sent prior to the beginning of the Public Comment section of the meeting. Members of the public may address the Committee on any matter within the Committee's jurisdiction and have **three (3) minutes each** to do so. The total time of each subject will be fifteen (15) minutes, unless additional time is requested by a Committee Member and approved by the Committee.

The Committee may not deliberate or take action on items that are not on the agenda. However, the Committee may give direction to staff following a presentation. The Chair is in charge of the meeting and will maintain order, set the time limits for the speakers and the subject matter, and will have the prerogative to remove any person who is disruptive of the Committee meeting. The External Relations Committee may place limitations on the total time to be devoted to each topic if it finds that the numbers of speakers would impede the Committee's ability to conduct its business in a timely manner. The External Relations Committee may also allow for additional public comment and questions after reports and presentations if it deems necessary.

**VI. UNFINISHED BUSINESS**

**VII. NEW BUSINESS**

- A.** Review and Discussion of Committee Charge

**VIII. Closing Items**

- A.** Upcoming Meetings

Board of Directors Meeting

6 pm - Monday, November 27

External Relations Committee Meeting

4 pm - Thursday, December TBD

- B.** Adjourn Meeting

# Coversheet

## Staff Report

<b>Section:</b>	IV. REPORTS
<b>Item:</b>	A. Staff Report
<b>Purpose:</b>	FYI
<b>Submitted by:</b>	J.J. Lewis
<b>Related Material:</b>	A Staff Report - October.pdf B StrongMind Campaign Presentation - 10-18-2017 Update.pdf



Staff Report  
October 26, 2017

This report is meant to provide updates to the Board of Directors External Relations Committee:

Core Values Month

Every month we are celebrating one (1) of our ARTIC core values. This month we are celebrating **Achievement**. Whenever and wherever possible, we have been encouraging scholars, learning coaches and staff alike to reflect on their achievements. We have asked them to submit their stories here: <https://www.smores.com/x25h7>.

Marketing

We have been working closely with our StrongMind partners on marketing initiatives, including print, radio and social media. *See enclosed abridged presentation.*

Marketing Events

*Upcoming*

- ClovisFest
  - October 28-29

*Ongoing*

- Virtual Information Sessions
  - Once/month

*Previous*

- Thousand Oaks Street Fair
  - Sunday, October 15
- Los Angeles Ultimate Women's Expo
  - October 14-15
- CenCalVia Open Streets in Fresno
  - Sunday, October 1
- Clovis Night Out
  - Saturday, September 23
- Central California Women's Conference
  - Wednesday, September 19
- Mexican Independence Day Parade in Oxnard
  - Sunday, September 17
- San Diego Ultimate Women's Expo
  - September 16-17
- ValleyPBS Kids Nite at the Fresno Zoo (presenting sponsor)
  - Saturday, September 9

- Back to School ValleyPBS Station Experience in Fresno
  - Thursday, August 24
- Clovis Free Movie Night
  - Thursday, August 17
- ValleyPBS Pledge Night in Fresno
  - Wednesday, August 16
- Chick-fil-A Meet & Greet in Fresno
  - Thursday, August 10
- Home School Association of California Convention (platinum-level sponsor)
  - July 29-30

### Promotional Videos

StrongMind is creating a plan to create a number of promotional videos. We will be filming scholar and learning coach testimonials, and shooting B-roll, in early November. The goal is to have a number of videos ready for airwaves in early 2018.

### Social Media

Compass Charter Schools is active on the following social media platforms:

- Facebook (<https://www.facebook.com/CompassCS/>)
- Instagram (<https://www.instagram.com/compasscs/>)
- LinkedIn ([https://www.linkedin.com/company/compass-charter-schools?trk=ppro\\_cprof](https://www.linkedin.com/company/compass-charter-schools?trk=ppro_cprof))
- Twitter (<https://twitter.com/CompassCs>)
- YouTube (<https://www.youtube.com/c/CompassCS>)



Media Updates as of 10-25-17



# July- Sept Media Options

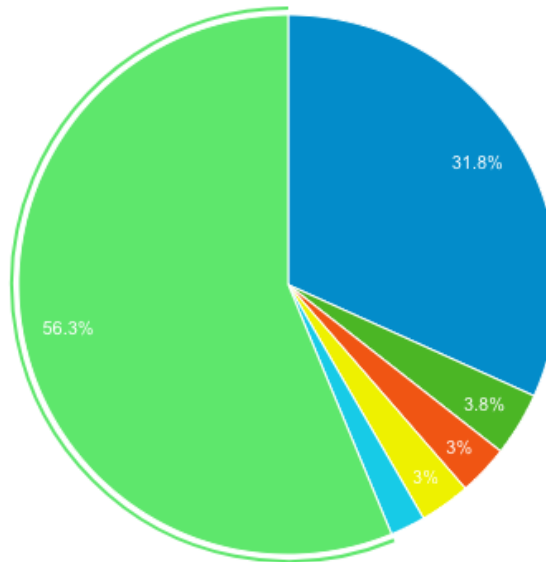
Projected Cost to date:		July- September Marketing Plan 2017							Back to School - Start date 9/5/20175												
Actual Cost to date:		Coverage includes San Diego, Fresno and L.A. DMA's																			
Medium	Markets	Target	Spots/ Impressions	Specs	Total Costs	July	Aug	Sept	July			August				September					
					Projected	Proi	Proi	Proi	7/3	7/10	7/17	7/24	7/31	8/7	8/14	8/21	8/28	9/4	9/11	9/18	9/25
Central Ca Parent	Fresno	Moms	60,000 readership	Print ad 1/4 color	\$2,484	\$828	\$828	\$828													
L.A. Parent	L.A.	Moms/parents	80,000 H pg. views/month	Banner ads 2 300x250	\$966	\$0	\$483	\$483													
L.A. Parent	L.A.	Moms/parents	Edu guide	1/4 pg. ad	\$3,618	\$1,206	\$1,206	\$1,206													
L.A. Parent	L.A.	Moms/parents	Wed - 9,500	Weekly Newsletter x4	\$495	\$0	\$495	\$0						X		X					
L.A. Parent	L.A.	Parents	Edu Listing	0	\$675	\$0	\$675	\$0													
San Diego Family	San Diego	Moms	40,000 visits/Banner ad	300x250	\$3,108	\$1,036	\$1,036	\$1,036													
San Diego Family	San Diego	Moms	85,000 circulation	2/9 pg. ad + web																	
Military Press Online	San Diego	Parents	25,000 visitors/month	1/2 pg. side bar	\$790	\$0	\$395	\$395													
Stars and Stripes	San Diego	Military	Circulation 10,100	1/4 pg. ad	\$2,070	\$0	\$1,035	\$1,035				X	X	X	X	X	X				
Radio Ads	Fresno	Moms/teens		:15 radio	\$5,500	\$0	\$5,500	\$0													
Cinema Ads	Fresno	Moms/teens		:15 or :30	\$3,500	\$0	\$3,500	\$0													
					\$0																
AdWords	SD, L.A., Fresno	Teens, Parents	Ongoing		\$19,000	\$6,000	\$6,500	\$6,500													
You Tube	SD, L.A., Fresno	Teens, Parents			\$5,000	\$0	\$2,500	\$2,500													
Facebook	SD, L.A., Fresno	Teens, Parents	Ongoing		\$4,000	\$1,000	\$1,500	\$1,500													
Total					\$51,206	\$10,070	\$25,653	\$15,483													



# Google Analytics

Visits by Country/Territory

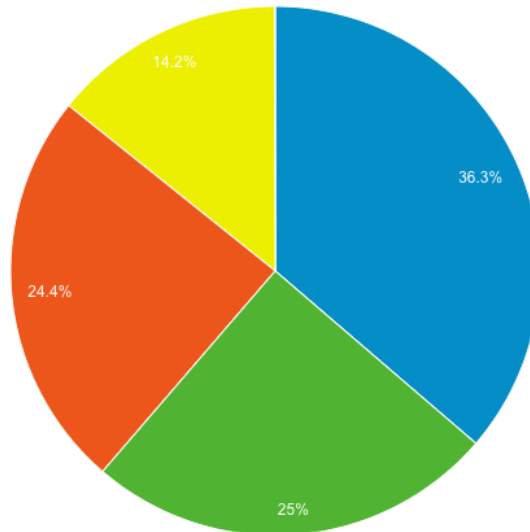
■ Los Angeles ■ San Diego ■ (not set) ■ San Francisco ■ Fresno ■ Other



# Google Analytics

Visits by Traffic Type

■ paid ■ referral ■ organic ■ direct ■ June Campaign






# Google Analytics

2. <a href="#">l.facebook.com</a>	
Oct 1, 2017 - Oct 25, 2017	<b>275</b> (0.98%)
Sep 1, 2017 - Sep 30, 2017	<b>1,153</b> (28.14%)
% Change	<b>-76.15%</b>

5. <a href="#">m.facebook.com</a>	
Oct 1, 2017 - Oct 25, 2017	<b>65</b> (0.23%)
Sep 1, 2017 - Sep 30, 2017	<b>122</b> (2.98%)
% Change	<b>-46.72%</b>

9. <a href="#">facebook.com</a>	
Oct 1, 2017 - Oct 25, 2017	<b>31</b> (0.11%)
Sep 1, 2017 - Sep 30, 2017	<b>96</b> (2.34%)
% Change	<b>-67.71%</b>

1. <a href="#">General Enroll</a> 806161392		
Oct 1, 2017 - Oct 25, 2017		<b>224</b> (91.43%)
Sep 1, 2017 - Sep 30, 2017		<b>2,941</b> (77.72%)
% Change		<b>-92.38%</b>
2. <a href="#">Remarketing Display</a> 803834301		
Oct 1, 2017 - Oct 25, 2017		<b>21</b> (8.57%)
Sep 1, 2017 - Sep 30, 2017		<b>697</b> (18.42%)
% Change		<b>-96.99%</b>
3. <a href="#">YouTube Pre-Roll</a> 923968034		
Oct 1, 2017 - Oct 25, 2017		<b>0</b> (0.00%)
Sep 1, 2017 - Sep 30, 2017		<b>146</b> (3.86%)
% Change		<b>-100.00%</b>

# Google Analytics

## Adword Conversion Rates

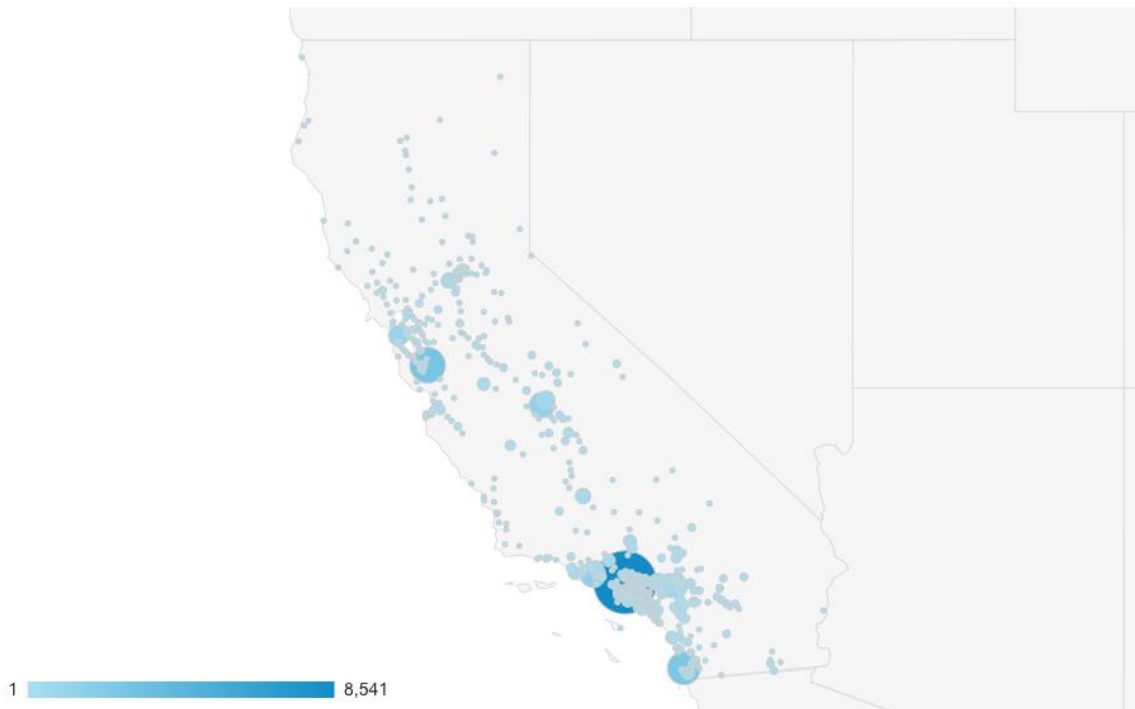
Campaign	Smart Goal (Goal 1 Conversion Rate)
General Enroll	4.02%
Remarketing Display	2.14%

Cost / conv. ?	Conversions ?
\$191.07	22.00

## Visits and Goal Conversion Rate by Ad Group

Ad Group	Sessions	Goal Conversion Rate
Online High School	272	104.04%
Homeschool Online	251	103.98%
Display Ads	234	102.14%
(not set)	2	100.00%

# Google Location June 2017- Present



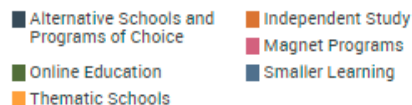
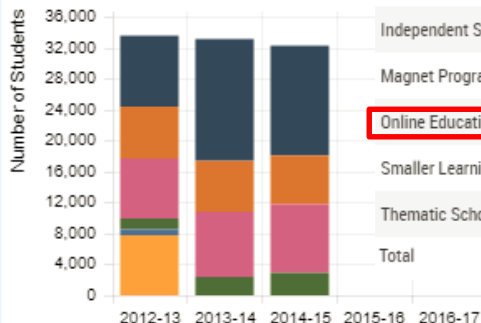
# Fresno County Stats

## Educational Options

Fresno

CDS Code 10-00000-0000000

### Select options

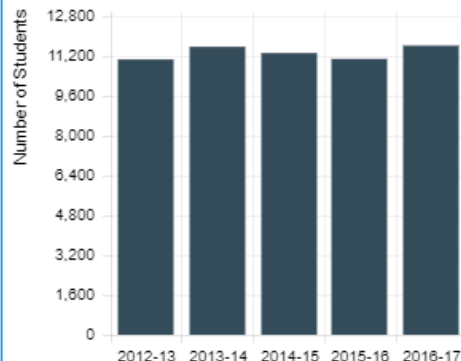


Educational Options	2012-13	2013-14	2014-15
Alternative Schools and Programs of Choice	9,191	15,762	14,164
Independent Study	6,665	6,568	6,332
Magnet Programs	7,752	8,426	8,840
Online Education	1,404	2,355	2,896
Smaller Learning	782	0	0
Thematic Schools	7,752	0	0
Total	33,546	33,111	32,232

## Charter Schools Enrollment

Fresno

CDS Code 10-00000-0000000

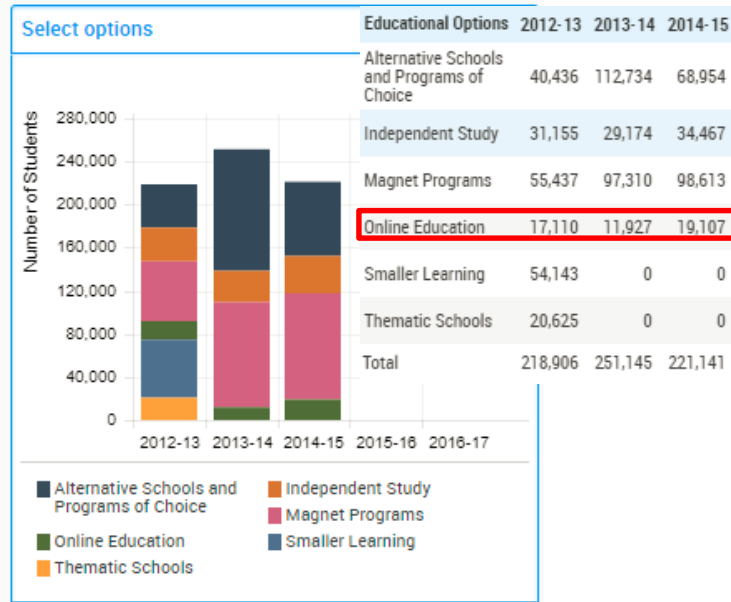


# Los Angeles County

## Educational Options

Los Angeles

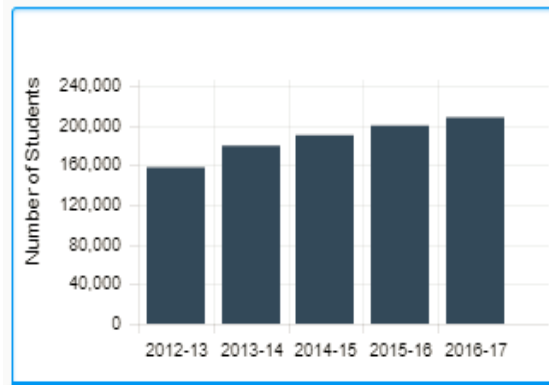
CDS Code 19-00000-0000000



## Charter Schools Enrollment

Los Angeles

CDS Code 19-00000-0000000



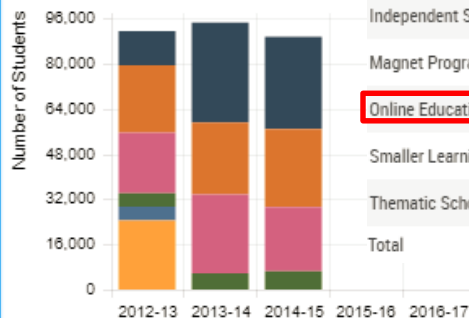
# San Diego County Stats

## Educational Options

San Diego

CDS Code 37-00000-0000000

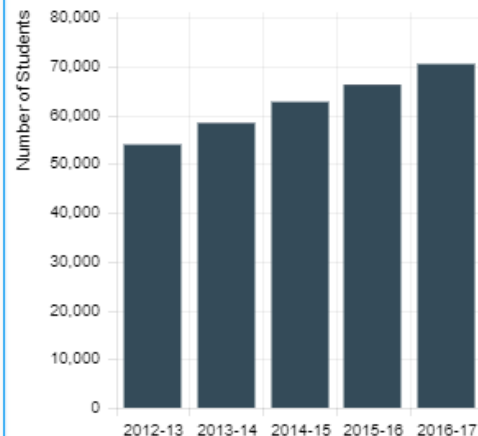
### Select options



## Charter Schools Enrollment

San Diego

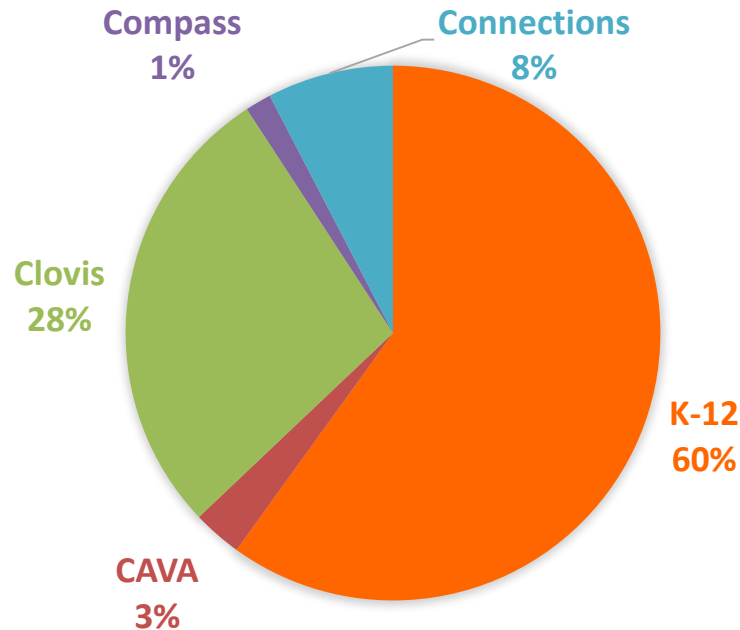
CDS Code 37-00000-0000000





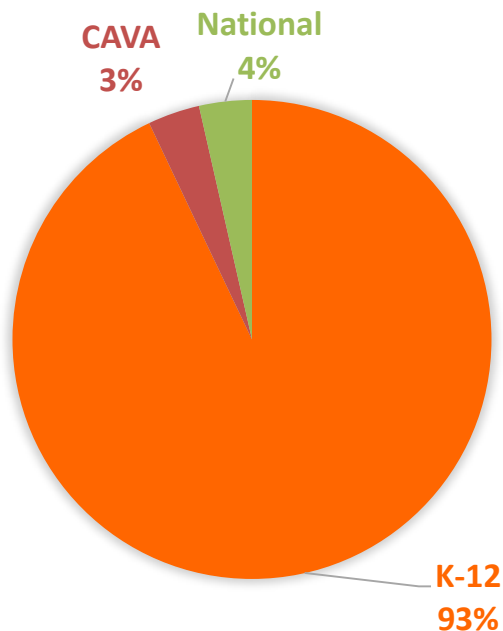
# Fresno Media Spend Share

Radio & Television Spends 1/1/17-9/28/17



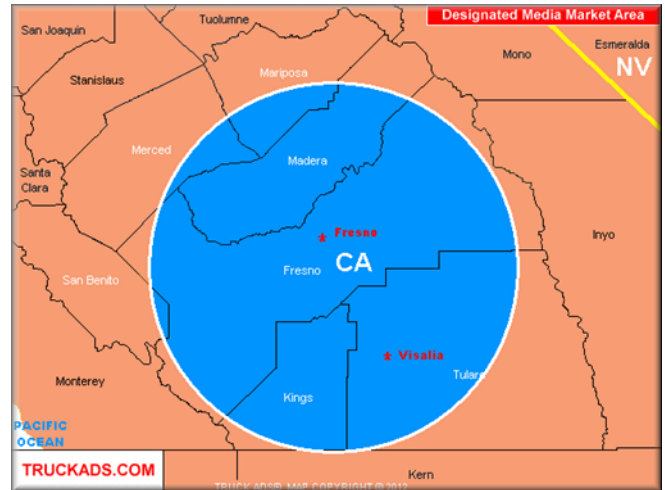
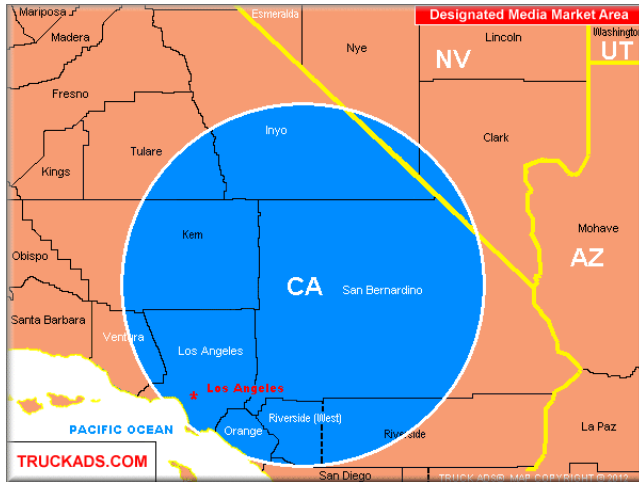
# San Diego Media Spend Share

**Radio & Television Spends 1/1/17-9/28/17**

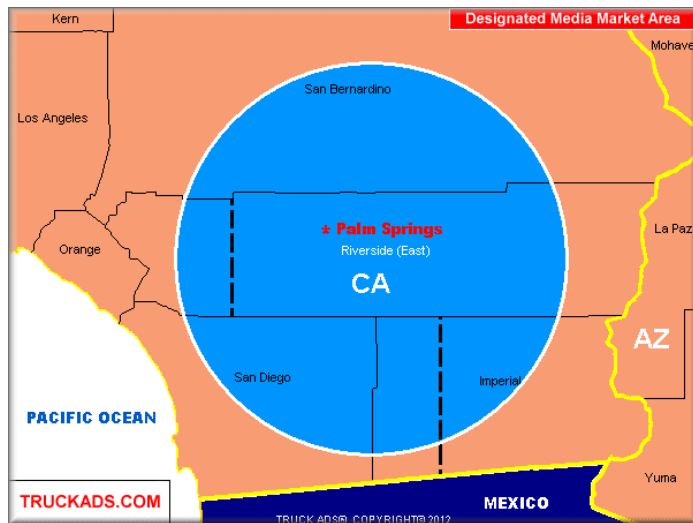
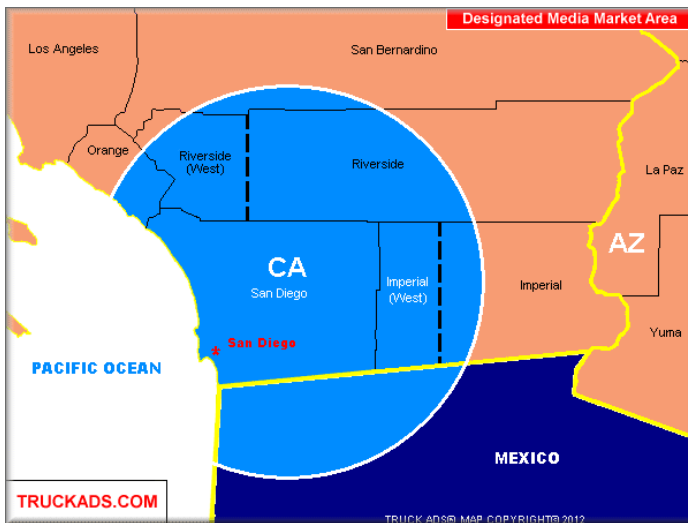


Note: CAVA & National  
Radio \$14,500

# TV DMA's



# TV DMA's



# Coversheet

## The Story of Compass Presentation

<b>Section:</b>	IV. REPORTS
<b>Item:</b>	B. The Story of Compass Presentation
<b>Purpose:</b>	FYI
<b>Submitted by:</b>	Mae Van Vooren
<b>Related Material:</b>	The Story of Compass Charter Schools Presentation.pdf



# The Story of Compass Charter Schools





# Who is Compass Charter Schools?

## How do we let people know?



Share out everyone's thoughts. Discuss. This is who we are but how do we let people know?



## **How do we communicate who we are?**

- Acting out and sharing our Core Values
- Acting out and sharing our Mission Statement
- Working toward our Vision Statement
- Knowing, sharing and using our Brand Consistently
- Knowing and sharing our story to the public & media







## How do we communicate who we are?

- Acting out and sharing our Core Values
- 
- 
- 
- 



So let's talk about our Core Values. These are what matters to Compass. Who knows them?



# OUR CORE VALUES

## What is important to us as a team?

Achievement  
Respect  
Teamwork  
Integrity  
Communication  
(ARTIC)



Do we know our Core Values? Do you share this out in what you do and say?  
We are a work in progress but we can work toward aspiring to be great at each of these values in what we do and say here at Compass. Also, if you see it exemplified, point it out. Give a Shout Out. A good mnemonic device is ARTIC.



## How do we communicate who we are?

- Acting out and sharing our Core Values
- Acting out and sharing our Mission Statement
- 
- 
- 



What about this? Who knows what a Mission Statement really means?



# MISSION STATEMENT

“What are we doing now?”

Our mission is to inspire and develop innovative, creative, self-directed learners, one scholar at a time.



Basically,, it's what Compass is doing NOW. Is this ingrained in your heads? I know those who were at all our presentations to our authorizers last year probably have this ingrained in their heads because it was repeated so often. But that's a good thing. Are we focused on this? Do we think of this when we make decisions about our school? When we talk to parents? When we talk to the scholars? When we plan our goals? Do we share it out when we communicate with others?



## How do we communicate who we are?

- Acting out and sharing our Core Values
- Acting out and sharing our Mission Statement
- Working toward our Vision Statement
- 
- 



What is the difference between the Mission Statement and the Vision Statement?



## VISION STATEMENT

**“Where do we want to be in the future?”**

Our vision is to create a collaborative virtual learning community, inspiring scholars to appreciate the ways in which arts and sciences nurture a curiosity for life-long learning, and prepare scholars to take responsibility for their future success.



A vision statement is written as where a company or group wants to be in 5-10 years.. Are we aiming for this?



## How do we communicate who we are?

- Acting out and sharing our Core Values
- Acting out and sharing our Mission Statement
- Working toward our Vision Statement
- Knowing, sharing and using our Brand Consistently
- 



So we know our Core Values, our Mission Statement and our Vision Statement. And we are working on acting and sharing those out. What about our brand?



What is a brand?





# BRAND

- It's what people think of when they hear your name.
- It's everything the public thinks it knows about our name - both in concept & fact, as well as emotionally.
- Your brand name exists objectively; people can see it. It's fixed.
- But your brand also mainly exists in people's minds.





## BRAND

I asked people who were familiar with the name, and others who were not, about what they thought when I shared our logo. Here's what they said.

**People Familiar with us:** Open Communication, Caring and Dedicated, Scholar focused

**People NOT familiar with us:** Fun, Engaging, New, Orange, School, Moving ahead with the compass



So are we all these things? Is this what we want people to think when they see our logo or hear our name? What ELSE do we want them to think about? What else do we want them to FEEL?



# BRAND

**The closer we can tie the conceptual brand with  
the emotion, the tighter our brand becomes.**

**How can we do this?**



We want to make this tight! We want to tie that conceptual with the emotional



# BRAND

For all things that go out to the public (potential families as well as current families should:

- Use logos and design elements correctly and **consistently**.
- Use consistent design elements across **all** channels externally and internally.
- Keep your brand's tone and personality consistent across channels.



Check in with Communications when you have something to send out to current and potential families.

Create it and have Communications view it or ... better yet, if you need help, provide all the content and ask Communications to create it or to help point you in the right direction.



## How do we communicate who we are?

- Acting out and sharing our Core Values
- Acting out and sharing our Mission Statement
- Working toward our Vision Statement
- Knowing, sharing and using our Brand Consistently
- Knowing and sharing our story to the public & media





## Why do we need a story?

- It is our “go to” when someone asks us about our school. (public, media, a friend, etc)
- It’s a consistent story for us all to know and share.
- It is what we want to public to KNOW & FEEL about us.
- We want to shape the public’s knowledge & feeling about us rather than just letting it all to chance.



So we know our Core Values, our Mission Statement and our Vision Statement. And we are working on acting and sharing those out. What about our brand?

OUR STORY WILL:

- evolve over time.
- More stories will develop from this story.
- Stories from families will develop from this story



**“Tell me the facts and I’ll learn. Tell me the truth and I’ll believe. But tell me a story and it will live in my heart forever.”**

**An old Native American proverb**





## Our Story:

- evolve over time.
- stories will develop from our story.
- stories from families will develop from this story.



More stories will branch out from our story. I'm sure you've already heard a few.





## STORY OF COMPASS CHARTER SCHOOLS

In 2012, Compass Charter Schools (CCS) began with a small team of devoted educators in southern California looking for a family-centered alternative to the traditional brick and mortar school. From that, our innovative online program was born. While CCS has evolved over the years, the desire to provide excellent educational options has remained strong both our online and homeschool programs.



So, this is our story ... written with the input of stories you've shared throughout the months and with input from online teachers, EFs and classified staff.



## STORY OF COMPASS CHARTER SCHOOLS

Over the past five years, we have educated the highly gifted, the bullied, the academically-challenged, the chronically ill, the athlete, the actor and many other scholars who sought a personalized educational experience outside traditional classroom walls.





## STORY OF COMPASS CHARTER SCHOOLS

Today we work diligently to grow our learning community with families, scholars and staff who stay true to our core values of achievement, communication, integrity, respect and teamwork. We believe in running a school built on integrity and ethical decision-making.





## STORY OF COMPASS CHARTER SCHOOLS

We nurture those who have been wounded in some way by the traditional school setting, those not able to find flexible academic programs to fit their needs, and those in need of guidance as they tread on unfamiliar ground as homeschoolers. CCS truly cares about our scholars and is not only dedicated to their academic success but to their social and emotional development.





## STORY OF COMPASS CHARTER SCHOOLS

Whatever the reason behind our scholars' enrollment in Compass Charter Schools, we provide an environment where our scholars can feel safe and inspired to develop into confident, innovative, creative, self-directed scholars.





## STORY OF COMPASS CHARTER SCHOOLS

Our scholars find success here at Compass Charter Schools because they have the support of a dedicated staff and their loving families. It is a privilege that each and every day we get to help our scholars charter their educational future. We are loud and proud about making a difference in the lives of our scholars!



That's our story. It will evolve. More stories will be shared from this story.



## **Let's communicate who we are by:**

- Acting out and sharing our Core Values
- Acting out and sharing our Mission Statement
- Working toward our Vision Statement
- Knowing, sharing and using our Brand Consistently
- Knowing and sharing our story to the public & media





**So let's be Loud and Proud about  
Compass Charter Schools.**







# Thank you!



# Coversheet

## Review and Discussion of Committee Charge

<b>Section:</b>	VII. NEW BUSINESS
<b>Item:</b>	A. Review and Discussion of Committee Charge
<b>Purpose:</b>	Discuss
<b>Submitted by:</b>	J.J. Lewis
<b>Related Material:</b>	External Relations Committee.pdf



## **External Relations Committee Board of Directors**

### **Purpose**

The External Relations Committee is responsible for reviewing programs, policies, and communication at Compass Charter Schools to ensure that they are consistent with its Mission, Vision, Values, and Strategic Plan.

### **Structure and Operations**

**Members:** The Committee shall be comprised of three (3) members; two (2) members of the Board and one (1) member of the Senior Management Team. The members of the Committee shall be appointed annually by the Board upon the recommendation of the Governance Committee.

**Chair:** The Chairperson of the Committee shall be appointed by the Board upon the recommendation of the Governance Committee.

**Appointment and Removal:** The members of the Committee may be removed or replaced, and any vacancies on the Committee shall be filled by the Board upon the recommendation of the Governance Committee.

### **Meetings**

The External Relations Committee shall meet at least four (4) times annually, or more frequently as circumstance dictate. Any director of the Board who is not a member of the External Relations Committee may attend meetings; provided, however, that any director who is not a member may not vote on any matter coming before the External Relations Committee for a vote. The External Relations Committee also may invite to its meetings any director of the board and such other persons as it deems appropriate in order to carry out its responsibilities. The External Relations Committee may meet in executive session as necessary or appropriate.

### **Responsibilities**

- i. Assist in responsibilities relating to external communications including: branding, messaging, marketing and image.
- ii. Investigate new resource development projects, activities, and ideas for possible use in the future.
- iii. Report to the board of directors on a regular basis in a manner determined by the Board.

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### **Management Staff –**

- Mae Van Vooren, Director of Strategic Initiatives