



## Compass Charter Schools

### External Relations Committee Meeting

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#### Date and Time

Thursday December 21, 2017 at 4:00 PM PST

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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 December 21, 2017 Regular Meeting Agenda
- Approval of October 26, 2017 Regular Meeting Minutes

**B.** Approval of the October 26, 2017 Regular Meeting Minutes

**III. COMMUNICATIONS**

External Relations

**A.** Committee Member Communication

- Matthew Brown
- John Vargas

**IV. REPORTS**

**A.** Staff Report

**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 2018 Marketing Plan

**VIII. Closing Items**

- A. Upcoming Meetings

Board of Directors Meeting  
6 pm - Monday, January 29

External Relations Committee Meeting  
4 pm - Thursday, February 22

- B. Adjourn Meeting

# Coversheet

## Consent Items

**Section:** II. CONSENT ITEMS  
**Item:** A. Consent Items  
**Purpose:** Vote  
**Submitted by:** J.J. Lewis

RECOMMENDATION:  
A motion to approve the consent items.

# Coversheet

## Approval of the October 26, 2017 Regular Meeting Minutes

**Section:** II. CONSENT ITEMS  
**Item:** B. Approval of the October 26, 2017 Regular Meeting Minutes  
**Purpose:** Approve Minutes  
**Submitted by:** Miguel Aguilar  
**Related Material:** Minutes for External Relations Committee Meeting on October 26, 2017

**RECOMMENDATION:**

N/A - motion covered through consent items motion.

APPROVED



## Compass Charter Schools

### Minutes

#### External Relations Committee Meeting

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##### **Date and Time**

Thursday October 26, 2017 at 4:00 PM

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##### **Committee Members Present**

J. Lewis, J. Vargas (remote), M. Brown (remote)

##### **Committee Members Absent**

*None*

##### **Guests Present**

M. Aguilar

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#### **I. Opening Items**

##### **A. Call the Meeting to Order**

J. Vargas called a meeting of the External Relations Committee of Compass Charter Schools to order on Thursday Oct 26, 2017 at 4:06 PM.

**B. Record Attendance and Guests**

**II. CONSENT ITEMS**

**A. Consent Items**

M. Brown made a motion to consent items.

J. Vargas seconded the motion.

The committee **VOTED** unanimously to approve the motion.

**Roll Call**

M. Brown Aye

J. Vargas Aye

**III. COMMUNICATIONS**

**A. Committee Member Communication**

Mr. Vargas thanked everyone for their hard work and is personally looking forward to working with the team to continue the great work of CCS. Mr. Brown mentioned he is happy to serve and learn about how CCS is drawing in new families.

**IV. REPORTS**

**A. Staff Report**

Mr. Lewis shared that every month CCS is celebrating one (1) of our ARTIC core values. This month we celebrated Achievement. Whenever and wherever possible, we have been encouraging scholars, learning coaches and staff alike to reflect on their achievements. Next month we will be focusing on Respect. This year we have been working closely with our StrongMind partners on marketing initiatives, including print, radio and social media. He also shared that 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.

Mr. Vargas asked if we use any other marketing sources. Mr. Lewis shared that we used K12 in the past, and now partner with StrongMind. We also have an internal communications and engagement team, under our strategic initiatives umbrella.

Mr. Brown asked if we are tracking where our scholars are hearing about CCS. Mr. Lewis shared that we are tracking that information in our enrollment application, and are starting to use more analytics on our website and other social media campaigns. He also asked

what the profile of our scholars was. Mrs. Van Vooren shared insight on some of the profiles: actors, athletes, those needing flexibility.

#### **B. The Story of Compass Presentation**

Mrs. Mae Van Vooren, Director of Strategic Initiatives, presented the Story of Compass. The presentation went over the mission, vision, and values of CCS, along with information on branding. The final piece was the actual story of Compass.

Mr. Brown asked who created the story, and where the information was gathered from. Mrs. Van Vooren shared that the story was created by a small group of staff, using information and feedback from current and previous families. Mr. Brown also asked how the story will be used. Mrs. Van Vooren noted it was meant to be a guide for staff, to understand how we arrived to today and how we are and wish to be seen moving forward.

### **V. PUBLIC COMMENT**

#### **A. Public Comment**

No public comment.

### **VI. NEW BUSINESS**

#### **A. Review and Discussion of Committee Charge**

Mr. Lewis reviewed the committee charge and opened the floor for discussion. This is the first year of operation for the External Relations Committee. Mr. Vargas asked for a better understanding, at the next meeting, of where we have been and where we are going in terms of external relations. He would also like to understand all of the components of external relations at CCS. Mr. Brown is interested in viewing the various analytics.

### **VII. Closing Items**

#### **A. Upcoming Meetings**

#### **B. Adjourn Meeting**

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 4:50 PM.

Respectfully Submitted,  
M. Aguilar



# Coversheet

## Staff Report

**Section:** IV. REPORTS  
**Item:** A. Staff Report  
**Purpose:** FYI  
**Submitted by:** J.J. Lewis  
**Related Material:** A Staff Report - December.pdf  
B Coffee With Compass Flyer.pdf

RECOMMENDATION:  
N/A - For Discussion Only



Staff Report  
December 21, 2017

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

Coffee with Compass

Our newest initiative, Compass is hitting the road in 2018 to continue to build community among our learning coaches. Suggested by our Parent Advisory Council, we will be hosting Coffee with Compass at two locations each month from January through May 2018. *See enclosed flyer.*

Core Values Month

Every month we are celebrating one (1) of our ARTIC core values. In November, we celebrated **Respect** and this month we are celebrating **Teamwork**. We will celebrate **Integrity** in January. Our Scholar of the Month program, as well as our weekly blog posts, highlight the monthly core value.

FilmRaiser

FilmRaiser supports critical scholar programs, non-profits and other great organizations by providing premiere access to Hollywood's biggest new films as fundraisers. Using a special link, Compass receives \$1/ticket. The movie being promoted in December is *Wonder*. We promote the fundraiser in our Monday Morning Update and social media channels.

Marketing

We have been working closely with our StrongMind partners on marketing initiatives, including print, radio and social media. A formal presentation and review is under New Business.

Marketing Events

*Upcoming*

- Discovery Con (we are a bronze-level sponsor)
  - February 2-3
- Scholar Fun Day in San Diego
  - March 9
- Scholar Fun Day in Fresno
  - March 16
- Imaginology
  - April 13-15
- The Great Homeschool Convention (we are the coffee bar sponsor)
  - June 14-16

- Valley PBS Dog Days of Summer (we are the presenting sponsor)
  - Summer
- Valley PBS Chaffey Zoo Night (we are the presenting sponsor)
  - September 8

### *Ongoing*

- Virtual Information Sessions
  - Once/month in January and February
  - Twice/month from March through August

### *Previous*

- Special Needs Resource Foundation of San Diego “Return of the Jedi” Event
  - December 15
- San Diego STEAM Makers Festival
  - December 2
- Food Distribution at the Rescue Mission
  - November 18
- Scholar Fun Day in Fresno
  - November 4
- ClovisFest
  - October 28-29

### Promotional Videos

We are working with StrongMind to create additional promotional videos. They had a crew in California November 29 through December 1, filming scholars showcasing their passions and interviewing them on those passions and Compass. The first video, part of our “We Are” campaign will be ready this week. They will be creating additional testimonial videos with the footage. They are also editing videos from our Learning Labs, to highlight what online education looks like the Compass Way.

### 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>)

### Website

Based on staff feedback, the website continues to receive updates and enhancements. Our homepage and Academics > Online Program (and the pages for elementary, middle and high school) have been updated. We continue to update and enhance the site to show the Compass difference in virtual education.

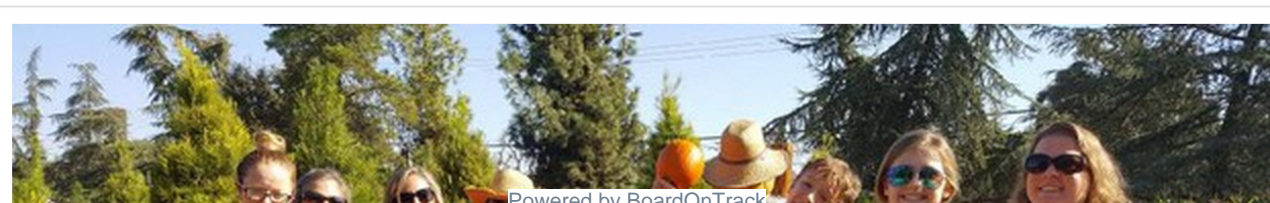
# Coffee With Compass

Compass Charter Schools



## Come Hang Out with CCS Staff

We would love to meet with our learning coaches in person next year (it's only a few weeks away) so we're hitting the road to make it possible! Choose a "Coffee With Compass" location nearest you from our list below, RSVP, and mark your calendars for a great day with your fellow learning coaches and Compass staff!





## House Roots Coffee

When

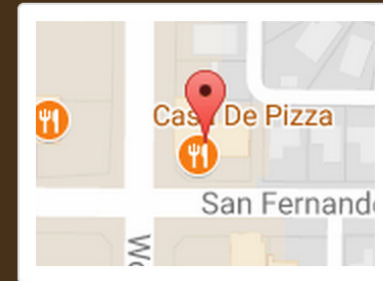
Thursday, Jan. 18th 2018 at 10:30am-12:30pm

Where

16155 San Fernando Mission Boulevard  
Los Angeles, CA

More information

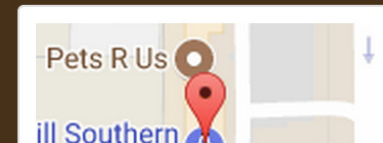
[RSVP here](#) to join us at House Roots Coffee in Granada Hills.



[Get Directions](#)

## Butler's Coffee

When



Friday, Jan. 19th 2018 at 10:30am-

12:30pm

Where

40125 10th Street West  
Palmdale, CA

More information

[RSVP here](#) to join us at Butler's Coffee in Palmdale.



[Get Directions](#)

## Milano Coffee Co.

When

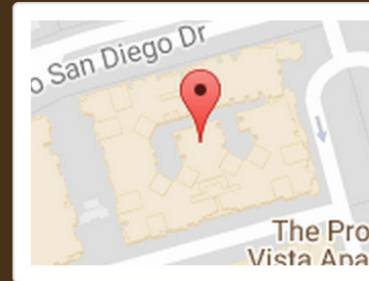
Thursday, Feb. 15th 2018 at 10:30am-  
12:30pm

Where

8685 Rio San Diego Drive  
San Diego, CA

More information

[RSVP here](#) to join us at Milano Coffee Co. in San Diego.



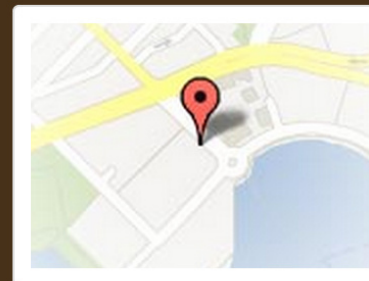
[Get Directions](#)

## The Coffee Tale

When

Friday, Feb. 16th 2018 at 10:30am-  
12:30pm

Where



[Get Directions](#)

## 7561 Center Ave #39, Huntington Beach, CA 92647

More information

[RSVP here](#) to join us at The Coffee Table in Huntington Beach.

## Cafe Smitten

When

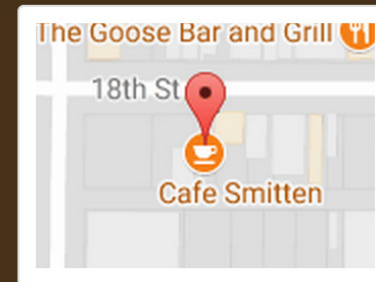
Thursday, March 8th 2018 at 10:30am-  
12:30pm

Where

909 18th Street  
Bakersfield, CA

More information

[RSVP here](#) to join us at Cafe Smitten in Bakersfield.



[Get Directions](#)

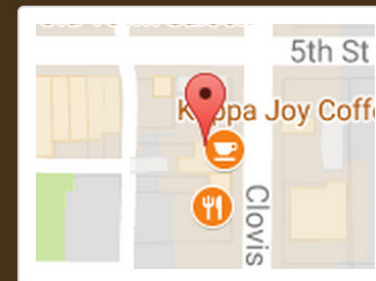
## Kuppa Joy

When

Friday, March 9th 2018 at 10:30am-  
12:30pm

Where

518 Clovis Avenue  
Clovis, CA



[Get Directions](#)

[More information](#)

[RSVP here](#) to join us at Kuppa Joy in Clovis.

## Vees Cafe

When

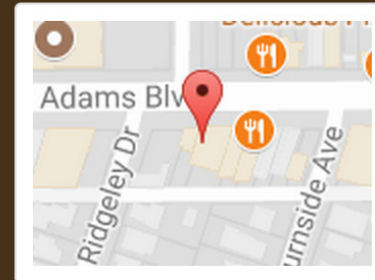
Friday, April 13th 2018 at 10:30am-12:30pm

Where

5418 West Adams Boulevard  
Los Angeles, CA

[More information](#)

[RSVP here](#) to join us at Vees Cafe in Los Angeles.



[Get Directions](#)

## Restoration Roasters

When

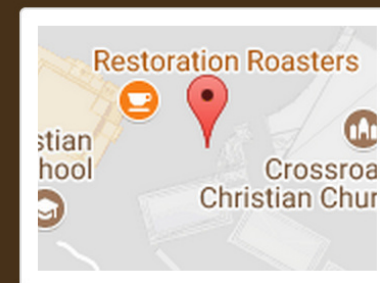
Thursday, May 10th 2018 at 10:30am-12:30pm

Where

2331 Kellogg Avenue  
Corona, CA

[More information](#)

[RSVP here](#) to join us at Restoration Roasters in Corona.



[Get Directions](#)



# Augie's Coffee House

When

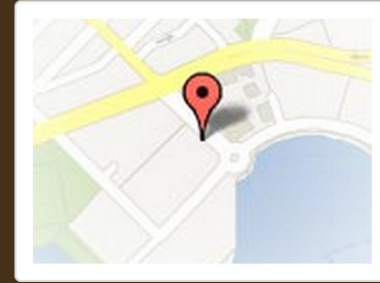
Friday, May 11th 2018 at 10:30am-12:30pm

Where

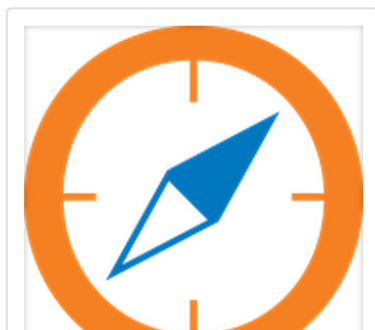
113 N 5th St, Redlands, CA 92373

More information

[RSVP here](#) to join us at Augie's Coffee House in Redlands.



[Get Directions](#)



## Compass Charter Schools

[Facebook](#) [@CompassCS](#)

Visit our [website](#) for more information about our academic programs.

[850 Hampshire Road, Suite P...](#)

[info@compasscharters.org](mailto:info@compasscharters.org)

Powered by BoardOnTrack



# Coversheet

## Review and Discussion of 2018 Marketing Plan

**Section:** VII. NEW BUSINESS  
**Item:** A. Review and Discussion of 2018 Marketing Plan  
**Purpose:** Discuss  
**Submitted by:** J.J. Lewis  
**Related Material:** StrongMind Campaign Presentation - 12-6-2017 Update.pdf

RECOMMENDATION:  
N/A - For Discussion Only

# COMPASS

## CHARTER SCHOOLS

Media Updates as of 12-6-17



# Jan-June Media Mix

Mix of local, radio, digital and social.

Duration: Jan. 2- Jun.30, 2018

Campaign: We Are

Target Demos: Teens 12-17 and Adults 35-54

The following markets will be purchased:

- San Diego
- L.A. County
- Fresno
- Statewide digital and social coverage

# Jan-Jun 2018 Proposed Budget



Projected Cost to date: \$ 150,000.00  
 Actual Cost to date: \$ 6,375.00

Medium	Markets	Target	Specs	Total Costs		Jan	Feb	Mar	Apr	May	June
				Projected	Proj	Proj	Proj	Proj	Proj	Proj	Proj
					We Are	We are	Summer	Summer	Summer	B 2 School	
San Diego Family	San Diego	Moms	2/9 pg ad	\$4,500		\$900	\$900	\$900	\$900	\$900	
L.A. Parent	L.A.	Parents	300 x 250 (edu pg)	\$1,200	\$200	\$200	\$200	\$200	\$200	\$200	
L.A. Parent	L.A.	Parents	Edu listing	\$675		\$675					
Other				\$15,000	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	
Radio	SD, L.A., Fresno			\$53,000	\$0	\$7,000	\$13,000	\$13,000	\$13,000	\$7,000	
				\$0							
Adwords	SD, L.A., Fresno	Teens, Parents		\$62,000	\$10,000	\$10,000	\$12,000	\$10,000	\$10,000	\$10,000	
<b>You Tube</b>	SD, L.A., Fresno	Teens, Parents		\$6,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	
Facebook	SD, L.A., Fresno	Teens, Parents		\$7,500	\$750	\$750	\$1,500	\$1,500	\$1,500	\$1,500	
				<b>\$149,875</b>	<b>\$14,450</b>	<b>\$23,025</b>	<b>\$31,100</b>	<b>\$29,100</b>	<b>\$29,100</b>	<b>\$23,100</b>	

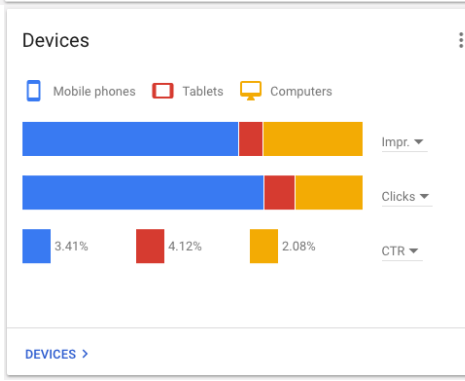
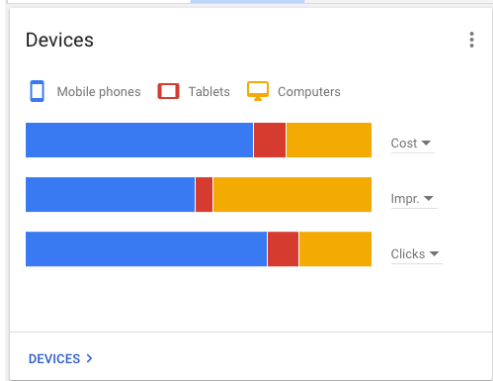
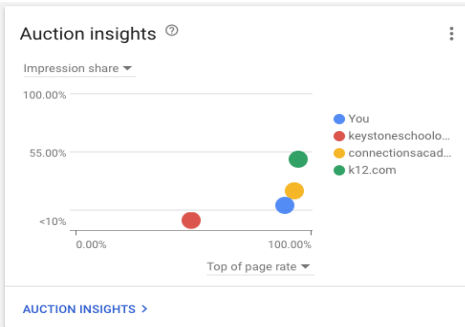
# Calendar/Dates

Months	January	February	March	April	May	June
<b>Budget</b>	\$14,450	\$23,025	\$31,100	\$29,100	\$29,100	\$23,100
<b>Enrollment Dates</b>	12/26-2/1		3/1/2018 push	Summer School		
<b>Messages</b>	WE Are	We Are/Summer School	Summer School	Summer School	Summer/Back to School	Back to School
<b>Holidays</b>	New Years	Valentine's Day, President's Day	St. Patrick's Day	Earth Day 4/22	Mother's Day, Memorial Day	Father's Day
<b>EDU Holidays</b>	MLK Day	Natl African Amer History mnth	Cesar Chavez Day 3/31	California Poppy Day 4/6	Asian/Pacific Islander month	National Safety Month
<b>EDU Holidays</b>	Digital Citizen Week (1/23)	Rosa Parks Day 2/4	Arts Edu month in Ca	World Health Day 4/7	School Principals day 5/1	
<b>EDU Holidays</b>	Nat' Handwriting Day	Take Your Family to School wk	Natl Women's History month	Math Awareness Month	Teacher Appreciation wk 5/8	
<b>EDU Holidays</b>	Ed Roberts Day 1/23			Natl Environmental Wk 4/16	Armed Forces Day 5/20	
<b>Events</b>	National School Choice Week	HSC Discovery Con 2/2-2/4	CA Charter School Conf.	San Diego Kids Expo		Ca Homeschool Convention
<b>Events</b>						
<b>Events</b>						
<b>Company Goals</b>						
<b>Metrics</b>						
<b>Notes</b>						

# Google AdWords

### Keywords

	Conversio...	Clicks	Impr.
k 12 education	5.00	36	1,495
public charter schools	1.50	6	43
k12	1.50	112	3,616
online schools	0.00	2	61
distance learning schools	0.00	0	0





# Facebook A/B Testing

A

B

C

Ad Name	Delivery	Results	Reach	Impressions	Cost per ...	Amount Spent
Compass Open Enrollment - Mom/Son <small>View Charts Edit Duplicate</small>	Active	2,136 Landing Page ...	187,325	462,674	\$0.46 Per Landing Pa...	\$984.52
Compass Open Enrollment	Active	1,704 Landing Page ...	179,897	453,924	\$0.45 Per Landing Pa...	\$765.20
Compass Open Enrollment - Mom/Teen	Active	419 Landing Page ...	62,800	200,890	\$0.41 Per Landing Pa...	\$172.74
▶ Results from 3 ads		4,259 Landing Page ...	329,059 People	1,117,488 Total	\$0.45 Per Landing Pa...	\$1,922.46 Total Spent

# Analytics Sept – Nov Comparison

## Total Organic Visits

Sep 1, 2017 - Sep 30, 2017

**2,337**

% of Total: 21.34% (10,952)

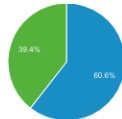
Nov 1, 2017 - Nov 30, 2017

**1,290**

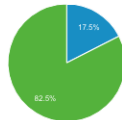
% of Total: 2.20% (58,693)

## Is Your Audience Mobile?

■ Yes ■ No  
 Sep 1, 2017 - Sep 30, 2017



Nov 1, 2017 - Nov 30, 2017



## New Visitor Acquisition from Social

Sep 1, 2017 - Sep 30, 2017

**51.74%**

Avg for View: 52.34% (-1.14%)

Nov 1, 2017 - Nov 30, 2017

**81.62%**

Avg for View: 71.34% (14.42%)

## Adwords Cost

Sep 1, 2017 - Sep 30, 2017

**\$7,135.94**

% of Total: 100.00% (\$7,135.94)

Nov 1, 2017 - Nov 30, 2017

**\$625.17**

% of Total: 100.00% (\$625.17)

## Conversions and Cost

Sep 1, 2017 - Sep 30, 2017: ● Smart Goal (Goal 1 Completions) ● Cost  
 Nov 1, 2017 - Nov 30, 2017: ● Smart Goal (Goal 1 Completions) ● Cost

