



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)
- Twitter (<https://twitter.com/CompassCs>)
- YouTube (<https://www.youtube.com/c/CompassCS>)