



Parent Advisory Council Report
November 27, 2017

The Parent Advisory Council met on Friday, November 17, 2017 at 3 pm. Members of the council consist of Ms. Mariecor Agravante, Mrs. Therese Nordstrom Christopher, Ms. Sarah Cotes, Ms. Galit Gordon, Ms. Samantha Herrod, Ms. Tiffany Vilchis-Parks, Ms. Esmeralda Rivera, Ms. Lisa Robotham (chair), Ms. Leah Smith, and Mrs. Joy Elizabeth Sterling, all of whom, except Ms. Gordon, Ms. Rivera, and Ms. Vilchis-Parks, were present at this meeting. Mr. J.J. Lewis, President & CEO, serves as an ex-officio member and Mr. Miguel Aguilar, Executive Assistant to the CEO, serves as secretary.

Mr. Lewis provided highlights from the Staff Report:

Scholar Leadership Council

The Scholar Leadership Council met for the first time on Wednesday, November 25. Their agenda mirrored the Parent Advisory Council agenda, with discussion around communications and engagement initiatives. Their meeting agendas and minutes can be found on Board on Track.

StrongMind Orientation Videos

StrongMind has created three new orientation videos from StrongMind on how to navigate the PSP, tips for scholar success, and how to work the course player. These can be found on our YouTube channel and will be shared in a future Monday Morning Update (MMU) and linked to the Parent Scholar Portal (PSP) and potentially website.

Marketing Campaigns

Compass is working on three major marketing campaigns for the balance of the year: Semester 2 recruitment (launch December 26), 2018-19 school year recruitment (launch February 1), and Summer School recruitment. Summer School will look different from years past with two tracks: accelerated for seniors and general for all other scholars; more details by the next Council meeting in January.

Promotional Video Project

Compass is working on a Filming Project with StrongMind in two weeks, in LA and Santa Ana, to create promotional videos on Compass. Our goal is to no longer be the best kept secret, but to be the best school in the state.

Testimonial Requests

Member are asked to share testimonials on various sites, including Google, Facebook and Great Schools:

- Google: <http://bit.ly/2mvSvW7>
- Facebook: <http://bit.ly/2z66Ez8>
- Great Schools: will work on links, not ready as of today

Mr. Lewis led the committee in a review and discussion on the Parent Advisory Council charge, which was approved by the Board of Directors at their May 10, 2016 special meeting.

Mr. Lewis led the Council in a review and discussion on communication initiatives at Compass, where members were given the opportunity to share feedback and ideas that will be shared with staff.

Mr. Lewis led the Council in a review and discussion on engagement initiatives at Compass, where members were given the opportunity to share feedback and ideas that will be shared with staff.

Ms. Robotham led the Council in Council Member Feedback, where each member was given the opportunity to share ideas with staff.

The meeting adjourned at 4:32 pm. Draft minutes can be found on Board on Track. The next Parent Advisory Council meeting is scheduled for Friday, January 19th starting at 3 pm.

Respectfully Submitted,

Mrs. Lisa Robotham
Board Secretary &
Parent Advisory Council Chair