



External Relations Committee Report
November 27, 2017

The External Relations Committee met on Thursday, October 26, 2017 at 4 pm. Members of the committee consist of Mr. John Vargas (Committee Chair) and Mr. Matthew Brown, both of whom were present at this meeting. Mr. J.J. Lewis, President & CEO, serves as an ex-officio member and secretary, and was also present at this meeting.

Mr. Lewis provided highlights from the Staff Report (the entire Staff Report can be found online, in our Personnel Committee Meeting Packet):

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.

Marketing

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

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.

Mr. Lewis introduced Mrs. Mae Van Vooren, Director of Strategic Initiatives, who led the committee through a presentation on the Story of Compass.

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

The meeting adjourned at 4:50 pm. The next External Relations Committee meeting is in the process of being scheduled for December.

Respectfully Submitted,

Mr. John Vargas
Board Member &
External Relations Committee Chair