



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)
- 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.