



Staff Report  
February 22, 2018

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

2016-17 Report Presentations

We shared 2016-17 Reports on each of our charters with their respective authorizer, as well as the Board of Directors, in late November. We will be presenting the reports to our authorizer Boards of Education as well:

- CCS of Fresno – authorized by Orange Center School District
  - Wednesday, March 14 – tentative
  
- CCS of Los Angeles – authorized by Acton Agua-Dulce USD
  - TBD
  
- CCS of San Diego – authorized by Mountain Empire USD
  - TBD – being rescheduled from Tuesday, February 13

Charter Growth

We are in conversation with Guerneville School District in Sonoma County about submitting a petition to open Compass Charter Schools of Sonoma. A draft petition is under review, based on the template that was approved by the Board of Directors in 2017.

Coffee with Compass

Our newest initiative, Compass with Compass has hit 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 in December, we celebrated **Teamwork**. We celebrated **Integrity** in January and are celebrating **Communication** in February. 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 promoted in December was *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*

- Fresno Girls World Expo
  - March 4
- Scholar Fun Day in San Diego
  - March 9
- Scholar Fun Day in Fresno
  - March 16
- Big Hat Days in Clovis
  - April 7-8
- Imaginology
  - April 13-15
- 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*

- Discovery Con
  - February 2-3
- Orange County School Choice Fair
  - January 27
- 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, launched in late December. 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.

### Western Michigan University

WMU is publishing a national report on full-time virtual and blended learning schools. They are pulling data from state, district, and school websites, as well as data from the National Center for Education Statistics that was released in December. We have shared updates to some of our information for this report and have asked for a copy when it is made available.