

APPROVED



Compass Charter Schools

Minutes

External Relations Committee Meeting

Date and Time

Thursday October 26, 2017 at 4:00 PM

CCS Central Office: 850 Hampshire Road, Suite P, Thousand Oaks, CA 91361
1846 West Imperial Hwy., Los Angeles, CA 90047
3580 Wilshire Blvd., Suite 1130, Los Angeles, CA 90010

Please join my meeting from your computer, tablet or smartphone.

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For questions or requests regarding accessibility, please call Miguel Aguilar at (805) 807-8199.

Committee Members Present

J. Lewis, J. Vargas (remote), M. Brown (remote)

Committee Members Absent

None

Guests Present

M. Aguilar

I. Opening Items

A. Call the Meeting to Order

J. Vargas called a meeting of the External Relations Committee of Compass Charter Schools to order on Thursday Oct 26, 2017 at 4:06 PM.

B. Record Attendance and Guests

II. CONSENT ITEMS

A. Consent Items

M. Brown made a motion to consent items.

J. Vargas seconded the motion.

The committee **VOTED** unanimously to approve the motion.

Roll Call

M. Brown Aye

J. Vargas Aye

III. COMMUNICATIONS

A. Committee Member Communication

Mr. Vargas thanked everyone for their hard work and is personally looking forward to working with the team to continue the great work of CCS. Mr. Brown mentioned he is happy to serve and learn about how CCS is drawing in new families.

IV. REPORTS

A. Staff Report

Mr. Lewis shared that every month CCS is celebrating one (1) of our ARTIC core values. This month we celebrated Achievement. Whenever and wherever possible, we have been encouraging scholars, learning coaches and staff alike to reflect on their achievements. Next month we will be focusing on Respect. This year we have been working closely with our StrongMind partners on marketing initiatives, including print, radio and social media. He also shared that 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. Vargas asked if we use any other marketing sources. Mr. Lewis shared that we used K12 in the past, and now partner with StrongMind. We also have an internal communications and engagement team, under our strategic initiatives umbrella.

Mr. Brown asked if we are tracking where our scholars are hearing about CCS. Mr. Lewis shared that we are tracking that information in our enrollment application, and are starting to use more analytics on our website and other social media campaigns. He also asked

what the profile of our scholars was. Mrs. Van Vooren shared insight on some of the profiles: actors, athletes, those needing flexibility.

B. The Story of Compass Presentation

Mrs. Mae Van Vooren, Director of Strategic Initiatives, presented the Story of Compass. The presentation went over the mission, vision, and values of CCS, along with information on branding. The final piece was the actual story of Compass.

Mr. Brown asked who created the story, and where the information was gathered from. Mrs. Van Vooren shared that the story was created by a small group of staff, using information and feedback from current and previous families. Mr. Brown also asked how the story will be used. Mrs. Van Vooren noted it was meant to be a guide for staff, to understand how we arrived to today and how we are and wish to be seen moving forward.

V. PUBLIC COMMENT

A. Public Comment

No public comment.

VI. NEW BUSINESS

A. Review and Discussion of Committee Charge

Mr. Lewis reviewed the committee charge and opened the floor for discussion. This is the first year of operation for the External Relations Committee. Mr. Vargas asked for a better understanding, at the next meeting, of where we have been and where we are going in terms of external relations. He would also like to understand all of the components of external relations at CCS. Mr. Brown is interested in viewing the various analytics.

VII. Closing Items

A. Upcoming Meetings

B. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 4:50 PM.

Respectfully Submitted,
M. Aguilar