

# **ChartHouse Public Schools**

## **Outreach and Enrollment Committee**

### **General Purpose**

The Outreach and Enrollment Committee is commissioned by and responsible to the Governing Board to assume the primary responsibility for matters pertaining to oversight and strategy related to school enrollment goals in accordance with the bylaws of the organization as well as established policies and practices approved by the Board.

### **Appointments and Composition**

1. Appointments of the chair and members of the Outreach and Enrollment Committee shall be made annually by action of the Board, with the advice of the CEO, and in accordance with the bylaws.
2. The chair of this committee shall be a member of the Governing Board.
3. Additional committee members may be appointed and need not be members of the Governing Board.

### **Responsibilities**

1. Regularly analyze and support the calibration of the school enrollment projections.
2. Support the creation and oversight of short and long-term outreach strategy.
3. Work with administration to make recommendations for outreach and marketing budget allocations and ensure strategy is in alignment with approved budget.
4. Serve as informal school ambassadors in terms of recruitment.
5. Build and leverage networks in order to optimize outreach.
6. Assess the alignment of enrollment goals and systems with the Diversity, Equity, and Inclusion mission of the school.
7. Report to the Governing Board at regular meetings of the Board in a manner determined by the Board.
8. Annually evaluate its work as a committee and the objectives it has committed itself to and report on same to the Governing Board.