



MONTESSORI  
PEAKS  
ACADEMY  
Jeffco Public School of  
Choice

October 19, 2017

P.R. Committee Meeting

Members: Todd Lederman, Kasandra Carleton, Natalie Eldridge, Shiloh Sword, Jennifer Walsh, Dianne Lester, Jacqueline Cartwright, Kathleen Rust, Shannon Aasheim, Veronica Botcher, Carter Kelton, Eric Kelton, Amy Dougherty, Jana Betlach, Heather Dodd

Minutes

3:20 p.m. room 209, MPA

Attendance: Todd Lederman, Jen Walsh, Jana Betlach, Jacquie Cartwright, Carter Kelton, Eric Kelton, Amy Dougherty, Heather Dodd, Tasha Brown

- Super School News report: We watched the segment that will be aired live on Sunday
- Create website subcommittee: Members will be Heather Walter, Carter Kelton, Jen Walsh, Amy Dougherty, Jacquie and Todd will help as needed.
- Web site upgrades: biographies (Todd and Jacquie will write them).
- Web site upgrades: landing page with current and prospective parent options—this will be handled by the website subcommittee. We would like a new website up by January.
- Purchase a mailing list for campaign regarding advertising that MPA goes through 6th grade as Jefferson County School District reverts to K-5 for its elementary schools. We need to send a mass mailing before Thanksgiving inviting prospective families to an Open House at 6:30p.m. on November 15th. Tasha will help design the mailer. Use Facebook, with help from Jen Walsh, to run advertising or push-post campaign that are locality targeted. Post notice of Open House on NextDoor. Shannon Aasheim must be present, also level representatives with a classroom at each level, Homeschool, specials, Learning Lab, and library. The hook is getting families concerned about their 6<sup>th</sup> graders going to middle school too early, then having the whole family follow. We want them here for the Open House. We are also inviting kids. We want the postcard in mailboxes by Nov. 1. Postcard will be 4x6. Google sites for a website

**Montessori Peaks Academy** | 9904 West Capri Avenue, Littleton, CO 80123 | 303-972-2627

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promoting the mailer and Open House only, with a link to MPA's main site (Tasha Brown to work on graphics, Heather D. to write copy). Dropbox, will house the graphics for the mailer.

- Discussed possibility of using an App for parents for attendance, menus, aftercare attendance, etc.
- Eric Kelton doesn't think it is necessary due to smart phone ability to access internet. This should be looked at by the subcommittee and we need information from Amy Nuanes regarding payment possibilities, etc. The people working on the App should be working in conjunction with the website committee.
- Todd will talk to Shannon A regarding the App.
- Eric Kelton will help Shannon Aasheim with questions she might have.
- Letterhead, pamphlet templates, color palette are done. Committee needs to look, critique and then present to BOD (Todd will do this at the Nov. BOD meeting).
- Todd reported on staff photos, and thumbnails that have to go on a landing page, and biographies for MPA and classroom websites (Todd and Jacquie will work on biographies).
- Monthly teacher/student Blog post and blog training (Todd, Jen), suggested for Heather D. to just repeat her first training, asked by Tasha if its appropriate to use a child's written reflection, tabled to think about it more, explain why teachers need to write a blog to help.
- September 30th -- Choir singing National Anthem at Rockies game, it was great! Could the videos be good for an MPA Youtube channel (Todd ask Jen Walsh)
- Strategic Plan/core values/mission statement to guide our messages -- **in progress (after the 1<sup>st</sup> of the year)**
- Progress on Leads distributing PTA membership envelopes to staff. Level lead meeting after school. Ask about classrooms.
- MPA swag for Dec. 2 craft fair- Todd is reaching out to Shelly Morris.
- Schedule next meeting for Nov. 9 (day after staff meeting)
- Adjourn.

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