



Minutes  
Marketing Committee  
March 22, 2019

1. Marketing Plan

- a. Discussion of marketing plan going forward once contract with Guerilla Marketing expires.
  - i. Will come from strategic plan long-term.
  - ii. Short-term plan should focus on attracting quality
    - 1. Applicants for positions will be used as an indicator of success
    - 2. Make sure all applicants for paraprofessionals are reviewed and responded to.
- b. Steps for Autism
  - i. Went well
- c. Dance
  - i. Will be handed over to the PTG to manage this year. Devin will set up CKC for food donation. May 9th or 16th for the date.
- d. Board connections
  - i. Review of Steps for Autism and plans for school dance
  - ii. Strategic plan