

Montessori Marketing Minutes

February 11, 2019 / 2:30 pm at the school

Attendees- Sarah, Elizabeth, A.J., Deb, Megan, Beth, and Tom

Budget:

Our marketing budget now stands at just over \$3000.

Capital Campaign:

This year Capital Campaign funds will be used for new playground equipment. Arden will be spearheading the playground design and purchases based on input from staff and others.

Social Media & Website:

A.J. has been making all of the updates to the website. Megan will be taking over the Instagram account and posting updates on a regular basis. Sarah will notify all staff to send photos and information to Megan & A.J. for posting. A.J. will be creating a Google Drive folder for school info and an image repository.

Google ranking:

AJ is working on it. We hope to be able to get more specific traffic and demographic info on our web visitors. This will also help us to assess the impact of Lead Marketing's SEO strategy.

Enrollment Campaign:

Re-enrollment information for current parents will be posted on our website, Instagram, and in email newsletters. Open enrollment will be advertised in the local media. Three newspapers were targeted for possible placements depending on budget constraints.

Signage:

A plan is in place to transfer our existing signage to the new school building when the weather breaks. The sign near the front door will be moved down to our driveway on M-204.

Thank You Cards:

Committee members took home some of the "Thank You" Cards to be addressed and mailed to the folks that helped with remodeling and contributed funds to our new school building. The list that was developed by Sarah and Tom and passed around will be expanded if need be.

Next meeting: TBD