Minutes from Marketing Meeting

September 12, 2012

Meeting attended by Tracy Quarnstrom, Brenda Swanson, Sandy Flint, Lindsay Jarombek, and Hanna Coleman, Becki Olseen, Sean Miller, Martha Airhart, Shelly Sprain, Jessie DeCorsey, Sheryl Palmquist, and Laura Welciek.

1. Reviewed 2011-2012 Marketing Events and Advertisements

2. All attendees participated in writing suggestions for potential marketing opportunities for 2012-2013 school year.

3. Attendees were instructed to sign up for 3-5 activities such as events or open house forums over the course of the school year.

Calendar Overview:

Month	Event
September	"Whats Cool in School" – Kare 11
	Parenting Workshop – How to talk to your teens?
October	Pumpkins for Parmly
	Toys for Tots Prep - December - Advertising Post, Times, Press
	Feed My Starving Children
	Half Page Education Section
November	Open House
	Food Shelf Drive
	Advertising Toys for Tots
December	Open House
	Toys For Tots Drop Off - Bus and Pizza
January	Open House SF
	Books For Africa - Bus and Pizza
February	Open House
	Art Show February 7th (Mounting Material and Food)
March	Open House

April	Open Houses For Summer Session
	NHS Service Project
May	5K Walk/Run
	Community Ed Class/ Workshop for summer
Misc.	Stress Balls, Stickers, Brochures, Fliers, Advertising
June	Advertise Summer School
	Movie Night
	Parades - North Branch
July	Karl Oscar Days - second week of July
	FL Parade – 4th of July
	Market Fest (1st and Last week)
August	Howl Festival / Open House Night
	Advertise in Local Papers

October 14, 2010 at 8:00 a.m.

Meeting attended by Tracy Quarnstrom, Brenda Swanson, Sandy Flint, Lindsay Jarombek, and Hanna Coleman.

1. Reviewed agenda.

2. Enrollment Review ï where are we and where would we like to be? Need at least 25 more students. We have applications, but they do not always attend.

3. Calendar ï Review monthly articles ï Ongoing Student of the Month ï Tracy will check with staff to get this filled in and also determine plans for Open Houses

   - 8/2: TQ ï Enrolling Now
     8/10: ES ï Artist in Residence
   - 9/6: TQ ï New staff article,
     9/13: TQ ï 1st wk of school
   - Oct: Education Section with Open House
   - Oct: BO: Climbing Wall and Natl Guard
   - Nov: SB ï Article on Graduating Student ï Sandy checked with Stacy on this and student will not be graduating
   - Dec: LJ - Marketing Article for Toys for Tots
   - Jan: SF ï Welcome back lunch
   - Feb: HC ï Article on class
   - Mar: Open
   - Apr: Open

- May: Open
- Jun: Open

Brenda discussed Nov 20 Applebees Breakfast fundraiser in Forest Lake.
Sandy and Lindsay discussed having an Open House in White Bear Lake in Dec/Jan.
Hanna discussed having another grading day at a Caribou and advertising it as an Open House.

Other notations we should make on calendar for planning. What and when?
Community Education, Parades, Festivals, etc.. Look at these in Feb and Mar.

4. Website ï Intern asked us to look at design, video, metatags.
    - Student Info moved to student pg
    - Can we update pictures? Brenda will look into this
    - Link to Facebook? Tracy and Brenda will look into this.
    - Other ideas?

7. Creating a Brand ï School spirit and mascot (physical or animated)? Decided that Hanna and Sandy would put together a School Spirit Survey to be included in OTIS. This should determine student interest in Battle of Bands, School Spirit Days, Fundraising

8. Media Events
    - National Guard chopper and wall - scheduled
    - Toys for Tots Drop Site ï Lindsay putting this together with a Kare 11 Drop spot
    - Battle of the bands (Spring?) ï see notes on survey
    - Other ideas
9. Social Media
    - Face Book, Twitter, Blogs Ideas ï Will continue using Facebook. If linked from website, need to make sure this is always getting updated. Stacy is managing this at this time and keeping it up to date. Tracy will discuss with Stacy how often this is updated and work with Stacy on it if she needs help.

10. Online Advertising and Measurement ï not discussed at meeting.
    - Google Analytics ï tracking?
    - Database of potential students tracking

11. Traditional Marketing Methods ï not discussed at meeting
    - Tracking these: what have we done and what was the response?
    - Advertising in Schools Flyer

12. Next meeting date ï still needs to be determined

Marketing Meeting Minutes- April 23, 2009

The committee met to discuss plans for the 2009-2010 school year.

Some ideas discussed included the following:

- Continue with Facebook ($3,000 was spent this year)
- Radio (look into prices) Quarnstrom will look into prices for the next meeting.
- Create a supplemental coupon that allows each public high school to send first supplemental student for free and get to know us. Quarnstrom will check with MDE on if this is allowable.
- Maybe have more laptops for use if that is a marketing strategy.
- Get to more doctors and hospitals next year as needed.

All members agreed to look at options and bring back to the next meeting.

It was also decided that the committee would create a report for the June board meeting on what was accomplished this year and plans for next year.

Marketing Committee meeting 12/18/2008 @ 9:00am

Marketing Committee decided to advertise with the Chisago Lakes Community Guide. We will investigate using the same ad we produced for our All Over Media ad campaign and request either a half page or quarter page ad once they see the art work. Quarnstrom will investigate these options and send updates to the group.

For board meeting-

The Marketing Committee suggests that Wolf Creek begin to use the following terminology to identify ourselves-

Wolf Creek Online High School: Abbreviation WCOHS

We suggest the following places to begin to change our name.

- Pamphlets
- Phone-voice mail for LM's stating you have reached_____at Wolf Creek Online High School
- MDE –we will ask for our new terminology to be parenthesis under our official name on the website for OLL providers.
- Facebook ad
- All over Media ad (if possible or in the future)

Changes to take place over time

- Pens, business cards, and post it notes will be changed when we run out of what we currently have in stock.
- For summer we will investigate changing our logo and notations on our website (including a .org instead of a .com)
- Policies will remain with our official name
- Diplomas will remain as they current state our name
- Letterhead

It is important to remember that both names can be used interchangeably so not everything will be changed. For example the sign outside will read our official name.-TRIO Wolf Creek Distance Learning Charter School #4095.

September 16, 2008 @8:30am

Present:Tracy Quarnstrom, Sheryl Palmquist, Stacy Bender, Sandra Flint, Cassie Gaede, Guest-Kelly Vilson

All of these ideas are things that we need all staff members working on with us. Please continue to use any free means that you can to promote TWC-this includes flyers and local newspaper opportunities. Calling Channels-4-5-9-11 never hurts or sending a quick email about a great story idea on a particular student.

We do not have district boundaries so we need to market to students at all times. With our large number of seniors this year and the new building costs it is more important than ever for all of us to be promoting TWC.

These are ideas that we plan to pursue right now due to the fact that we were given $8,500 from the board for marketing purposes.

$3,000 for All Over Media

Campaign will include theatres and restaurants and restroom posters

Sandy will lead the charge in creating the ad-if you are interested in helping please let her know asap as we are planning to create the ad in the next week. Ads should be placed by October 1st.

One idea from Cassie was to focus North on Rush City to Duluth areas to gain more students and we will consider that in placement of ads.

We will have a six-month run for that price and will judge in May the effectiveness.

$3,000 Face Book advertising

Campaign will include amount of clicks on ad on Face Book

Demographics such as MN and high school will be used.

Stacy will lead the charge and any feedback should be submitted to her. Again a six month campaign.

Price unknown but may be part of technology budget-optimizing web site

Web Design Optimization-TQ and BS will work on this as much as possible as we update the website.

One idea is adding new pics of current students and we have that on our list-thanks SF

Free-presenting at conferences

Presenting about TWC at conferences is something many staff members can do and plan for in the form Tracy emailed out over the weekend-

IDEAS: ACT conference, MAAP conference, E-Learning Conference, MSCC (Mn School Counselors conference)

This does not cost anymore than attending the conference and usually saves us money on the registration fees.

Free-Open house

Taran and Tracy will publicize the Open House and speaker on Oct 14th to many local papers. Flyers will be available to all staff members to hang up in many areas.

A newsletter will be going out with mid-terms (created by Kelly V to also publicize that we need students and the open house-and maybe the referral program mentioned below)

Minimal cost-Counselor Breakfast

Tracy and Brenda will organize a counselor breakfast soon to engage local school districts in the online conversations again.

Price –minimal for some food products

Free-Flyers with tear off sheets

Give to staff and families in local area for distribution.

Sheryl is in charge of working on this project.

Other free ideas

Visit local Rotary and Lions to publicize TWC (Tracy)

Publicize the offerings for the community like the college fair all year long. (All)

Continue to publicize the student of the month and honor roll in local newspapers. (Brenda)

Get the alumni committee involved in any way possible. (Cassie)

Ideas we are still considering and will investigate-we would love input from all of you.

I am also sure there are other ideas we have not considered and the marketing committee is hoping to create a seasonal calendar pertaining to events we need to do in each season so let us know those ideas.

Student Video- Cost currently unknown.

We will investigate a student video that could be played on UTUBE or our website. Stacy will contact a person who may be able to help us out.

Referral program

Give all TWC students referral points if they refer a student who stays at TWC for one month.

One idea is a t-shirt if they refer someone and they are entered into a raffle at the end of the month for $100 cash. This would cost -$800 for incentives and cost of the t-shirts

Tracy will investigate how other charters do this and any legal issues. Cassie may be able to help with the t-shirts.

End of term incentives-would be coded to that item in budget (already passed by Board at September meeting)

Give out sweatshirts or tshirts for incentives at end of Terms 1 and 2 for advertising-check with Emily and Kelly V for input.

Changing the school name

The big thought that will take more investigation is actually changing our name to

Wolf Creek online high school at some point in the future-Tracy will investigate this further.