



**Classical Charter School
Association**

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CCSA MARKETING/ALUMNI RELATIONS COMMITTEE MEETING AGENDA

November 1, 2018

5:30 pm – 6:15 pm

Classical School, Room L08

1. **Welcome**
2. **Roll Call**
3. **Guest Attendees**
4. **Review CCSA Board 2018-19 Strategic Goals, Strategies, and Measures of Success Related to Committee**
5. **Discuss 2018-19 Committee Initiatives:**
 - Alumni Relations**
 - **Fall Fest Alumni Reception**
 - **Year-End High School Graduate Alumni Gathering**
 - **Develop plan to capture/retain alumni data**
 - Marketing**
 - **Curriculum Video Series**
 - **Support fundraising efforts, showcasing school at community events, maintaining an active social media presence**
6. **Review Upcoming Marketing Events**
 - **Mini Charter Fair - November 6, 2018, 10:00 am - 1:30 pm, Child Early Learning Center**
 - **All School Fair - January 12, 2019, 10:00 am - Noon, City Center Plaza**
 - **Go Valley Kids Family Resource Fair - January**
 - **Informational Sessions - Wednesdays, December 12, January 9, February 6**
7. **Next Steps/Action Items**
8. **Schedule Next Committee Meeting**
9. **Adjourn**