



**Classical Charter School  
Association**

3310 N. Durkee St.; Appleton, WI 54911  
Phone: (920) 997-1388; Fax: (920) 997-1390  
www.classicalcharter.com

## **CCSA MARKETING/ALUMNI RELATIONS COMMITTEE MEETING AGENDA**

**September 6, 2018**

**5:15 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**
  - **All School Fair - January**
  - **Go Valley Kids Family Resource Fair - January**
7. **Next Steps/Action Items**
8. **Schedule Next Committee Meeting**
9. **Adjourn**