



East County Education Alliance
 Fundraising & Communications Committee Meeting
 Wednesday, May 23, 2017- 38H Conference Room

Agenda - Fundraising & Communications Council Meeting

Members: John Valencia, Lorena Rugger, Catherine Martin, Dana Quittner, Sally Cox, Anne Krueger, Amber Hughes, Erich Foeckler, Kerri Ewing – All in attendance

| NEW BUSINESS | SUMMARY/ACTION | COMMUNICATION (YES/NO, BY WHOM TO WHOM) |
|--|---|---|
| 1. Grant Update | College Acceptance letter Media IHeart Radio update | <p>Last Friday launched Promise Fridays pilot, El Capitain students toured Grossmont College, great event. Students said it was “Lit”. Granite Hills coming this week to Cuyamaca.</p> <p>Student interactions, photos were taken, need from HS permission slips, Anne will identify students we want to use. 8-9 students were connected as prospective models, list of surveyed students to Mary Ishikawa to get the permission. Also need stories from each student. Anne will put together description of the process and what we want from the students.</p> <p>Acceptance letter was dropped, looking for feedback from students/parents? One has taped to her refrigerator.</p> <p>iHeart Radio update – we have included DJ for lunch hours at promise Fridays.</p> |
| 2. Fundraising / Communications update | Case statement to Kerri for beginning marketing materials | <p>Agreed to produce: Campaign folder 4 page brochure 1 page pull outs workforce info testamonials</p> |

1. Website design and corrections – developer has been budgeted \$15,000, videographer to do tours, Amber will produce a task list, Sally has a referral for web, Kerri has MetaJive, Website will be comprehensive to be targeted to students/parents/community/donors
Colleges are also looking to update their website that will compliment our new site
This committee to devise, logistics, timeline with completion dates, info to include, pages with branches, content.
Vendors will show us their portfolios by June 1, Kerri will request this week then we will narrow down with a conversation. Kerri will bring back to the committee by June 12
Grizzly
Brainshine
Interact
MetaJive

Site Map to be developed by this committee and Amber will discuss with Mary to see who from HS should be included

2. Timeline of Marketing Request – Erich will work with Kerri this week on content for fundraising pieces
3. Need a process or protocol for programs asking for our contacts to the HS students, need to have a larger conversation to figure this out. Next steps, john/amber to discuss with Mary/Theresa by June 23. Anne is developing the marketing protocol for colleges.
4. Athletics has requested to use Higher Edge as a hook on athletics materials.
5. Chris Tarman has come up with numbers, \$883,000 year to fund – John will be meeting again with Chris on new numbers.
6. We need to develop true requirements and criteria – Amber will follow up with John/Chris.
7. Summer schedule -

Next Meeting: Thursday, 6/1/17 - 11-12pm in building 38H conference room

Need to look at signage we need at the High School.