



East County Education Alliance
Fundraising & Communications Committee Meeting

Thursday, June 15, 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

NEW BUSINESS	ASSIGNMENT / PERSON / DATE	NOTES
1. Higher Edge Promise – Amber - Student/Parent communications - Social media		- Student focus group recap
2. Fundraising / Communications update - Erich - Electronic toolkit Review Key messaging target audiences – Anne - Calendar of marketing deliverables - Back to School / Got Plans? - geotargeting - Pre engaged students - Engaged students - Parents / community - Educators - Donors	Back to School 8/29 Got Palms 9/30	- Kerri/Anne update on campaign materials, waiting on web design elements to drop into brochure <ul style="list-style-type: none"> • Core messaging and talking points • 7 narratives • Sample press release • Sample blog posts • Two sample Letters to the Editor • Social media sample posts • PowerPoint template for college presentations
3. Website update - Kerri	target date August 31	

<p>4. GUHSD update</p> <ul style="list-style-type: none"> - Training with high school administrators 	<p>August 2</p>	
<p>Next Meeting: Wednesday, 6/1/17 - 11-12pm in building 38H conference room</p> <p>Next agenda items:</p> <ul style="list-style-type: none"> - Signage needs for high schools - GUHSD electronic mailing deadlines - Number of high school students by class– Catherine 		