



East County Education Alliance
Fundraising & Communications Committee Meeting

Thursday, August 31, 2017 – District Services Chancellor’s Conference Room

Agenda - Fundraising & Communications Council Meeting

Members: John Valencia, Lorena Ruggero, Catherine Martin, Dana Quittner, Sally Cox, Anne Krueger, Amber Hughes, Erich Foeckler, Kerri Ewing

Attending:

NEW BUSINESS	ASSIGNMENT / PERSON / DATE	NOTES
<p>1. Higher Edge Promise fundraising brochure</p>	<p>Kerri</p>	<p>Final draft distributed electronically for comments Reviewed latest draft Now it will be sent to the blue ribbon task force and steering committee, this committee for comments – one suggestion was to focus on workforce</p> <p>Catherine will try to get quotes from more politicians, for the future. Joel Anderson – Susan Davis Duncan Hunter Board Presidents –</p> <p>In addition to Cindy, Tim and Dianne we will use: Bill Garrett – As a scholarship donor, I have seen the difference that a college education can make in someone’s life. The Higher Edge Promise will make that difference for many East County students.</p> <p>Rob Shield – As an East County teacher, I know the Higher Edge Promise will expand our students options and forever change our community.</p> <p>Bill Walton was suggested</p>
<p>2. Higher Edge website</p>	<p>Amber, Anne, Kerri Catherine</p>	<p>Content document under review for next changes Feedback included needing more photos of male students</p> <p>Need high school student stories, photos and quotes – Looking to launch first week of September</p>
<p>3. Higher Edge Criteria Materials</p>	<p>Kerri, Amber</p>	<p>Includes customized “prorated” criteria based on graduation class – was approved by steering committee last week, there will be changes in the future to soften the language and message, need to decide how to promote this, will include dual-enrollment as option</p> <p>Student brochure will include generic requirements –</p>

		<p>“how do I qualify” using soft language – 10 items, then push to website address</p> <p>New materials for back to school and Principal’s Council – what are we handing our students? Class of 2019, 2020, 2021, 2022 – a general piece. Possibly create a grid for the eligibility criteria.</p> <p>Take away will communicate free college and where to find more info</p> <p>Amber is meeting with Mary and Theresa next week to discuss</p> <p>General PPT</p>
4. Develop communications plan for the Alliance	Erich, Anne	<p>Need to create comprehensive calendar of activities which includes all action internal/external utilizing district plan as a sample, need available for vetting by end of September. Communication plan – how to communicate and to who Calendar of activities</p> <p>Possibly doing a newsletter</p> <p>Need to figure out who and how and by when</p> <p>Abby Algarrin new implementation coordinator for HEP</p>
5. Blue ribbon fundraising committee	Erich	<p>Donor marketing materials to be vetted electronically by the steering committee and blue ribbon committee by August 28 and prior to printing</p> <p>Catherine was asked and accepted being a member of the Blue Ribbon Committee</p>
6. Key informational dates	Amber	<p>Back to school nights (tentative) August 28-September 15</p> <p>Will ask parents for permission to use their child as an ambassador and for promotion, Amber has the form to use. Catherine will get the student contact info to Amber.</p> <p>August 30 – California Promise conference in Sacramento</p> <p>Principal’s council meeting September 13</p> <p>(GUHSD will ask principals for Alumni Contact info)</p> <p>Blue Ribbon Committee Meeting-date-TBD</p> <p>Got Plans date?</p>
<p>Add to next agenda: communications toolkit for principals Next Meeting: September 1 at 1pm</p>		