

Spark Academy of Advanced Technologies

Admissions Committee

Minutes for 2.4.21

Present: Susan McGowan, Patty Humphrey, Jennifer Laroche, Coleen Decato, Adrienne Soti, Linda Clark, Damien (student)

Recap of last open house – four new families in attendance.

Update on number of admissions.

Read “proposed” Definition Statement for Admissions Committee.

The Admissions Committee is a board committee and may include parents, faculty, staff, and board stakeholders. The purpose of the committee is to provide a supporting role of developing awareness of Spark Academy and help attract new applicants and families. The committee may participate in various events, including open houses, to share information and provide a student and parent perspective.

The Admissions Committee will be chaired by a board member. The chairperson will strive to maintain a balance of stakeholders. All recommendations will be sent to the director and board for discussion. The Director of School is a standing member of this committee.

Update on yard signs. Discussed having a day at Spark – at pickup time – to distribute more signs.

Katie looking into use of digital signage in the area to advertise for next open house.

Katie currently working on radio broadcast scheduling with Denis and Dan.

Brainstorming sessions for further ideas to promote Spark.

- Bumper Stickers or Car Magnets – Sue will look into this

- Press Releases

- Radio Advertising

- Podcast – internal (recommended by student council)

- Connection with tutoring businesses in area. (Sue and Adrienne can drop off brochures)

Next Open House Wednesday, March. 3rd @6:30pm

Next Admissions Committee Meeting scheduled for Thursday, Feb. 11th @7:00pm

