

**Spark Academy of Advanced Technologies**  
**Admissions Committee**  
**Minutes for 2.11.21**

Present: Susan McGowan, Kim Lavallee, Jennifer Larochelle, Linda Clark

Update on number of admissions. Majority outside Manchester.

Update on use of digital signage. Katie was able to obtain some pricing and still working on one more contact

Update on yard signs. Pick up days at the school scheduled for Thursday (18<sup>th</sup>) and Friday (19<sup>th</sup>) from 2:45pm until approximately 3:00. Jennifer will send email to Spark parents re: volunteering to put signs up and alerting them to pick up times.

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

Update on some marketing ideas that were discussed at the last meeting.  
Window decals – obtained pricing – would have to decide on design.

Press releases going out bi-weekly.

Update on connection with tutoring services. Currently setting up zoom meeting with NorthStar on Friday the 19<sup>th</sup>. Brochures have been dropped off.

Banner located in Manchester will be relocated and replaced with a 3x8 banner this week.

Discussion about school “store”. Kim will have Cassie send info about vendors.

Next Open House Wednesday, March. 3<sup>rd</sup> @6:30pm

Next Admissions Committee Meeting scheduled for Thursday, Feb. 18<sup>th</sup> @7:00pm