

Spark Academy of Advanced Technologies
Admissions Committee
Minutes for 09.30.20

In attendance: Susan McGowan, Kim Lavalley, Robert Best, Althea Barton, Crystal Chretien, Patty Humphrey

Bob reports that Rich Woodfin at Granite Creative.com – would be available to help optimize web site. Some donated time – rest at discounted price.

Facebook ads... Rich should be able to help

Althea spoke about Spark Connect. Maybe connect with those not on facebook via email.

Coffee with Director – zoom would be best option. Nice informal way to talk with director. Perhaps Sue will host the first one.

Promote coffee with director on facebook ads and newsletter.

Discussion about short videos with kids/students/teachers. Althea could be expert or go to for social media questions.

Crystal Chretien handles many sports clubs' social media groups. Asked if she could produce social media plan for Spark.

Create library of videos and still photos for Spark. Utilize google drive.

Ideas: Target middle school kids. Instagram / Facebook / Spark shirt

Are there freshman or sophomores out there not thriving? How to capture them. Start a blog on website. From there push out to social media.

Parents making video about why they chose Spark.

Create location for library of usable media.

Could Denis obtain permission to connect via email with parents not on facebook? So, they don't get left out of Spark Connect?

Set up next zoom meeting for Wed Oct 7th at 5:30pm

Talk to Kim about website – How can we proceed with website optimization and possible redo, facebook ads, Instagram account in best way. How to give administration ability to use and provide content without laboring them.

Let's get facebook ads going quickly. Crystal and Althea have experience with this.