

**MINUTES FOR SPARK ACADEMY OF ADVANCED TECHNOLOGIES
ADMISSION COMMITTEE
October 28, 2020**

In attendance: Susan McGowan, Kim Lavallee, Crystal Chretien, Patty Humphrey

Update on website optimization – discussion to continue with Granite Creative but currently working to optimize what we have. Update on progress made on the website to date and what is planned in the coming days.

Discussion about updating Google My Business Account and assuring that ownership lies with Spark Academy.

Discussion about gathering parental and student feedback for marketing use.

Crystal and Kim to collaborate on “Coffee with Director” promotional material.

Discussion about updating full calendar on website with academic calendar info and special events.

Discussion about facebook posts. Frequency, responsibility, and content.

Tasks assigned to members.

Next meeting: Wednesday, November 4, 2020 @ 8:30am (zoom)