

**MINUTES FOR SPARK ACADEMY of ADVANCED TECHNOLOGIES  
ADMISSIONS COMMITTEE  
NOVEMBER 4, 2020**

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

Crystal has updated the Google My Business Account and will continue to update as pics/videos/logo are received. She will also be managing the evening social media posts. She reported that social media statistics are on the rise.

Crystal will coordinate directly with Dan Larochelle about promoting virtual field trips via social media.

Discussion about "What is a Charter School?" Patty will talk with Matt Sutherland at the next meeting on November 18<sup>th</sup> to see if he could produce short video.

Discussion concerning upcoming Virtual Open House on December 3<sup>rd</sup>. Kim will check on price for signage to advertise. Sue will check with another company about cost. Parents could post in their respective areas. Target date for physical signs would be the week of the 16<sup>th</sup>.

Date for "Coffee with the Director" will be determined this week and advertising will take place.

Sue will get with Kim re: use of conference room for Parent Interviews.

Next meeting Wed. November 11<sup>th</sup> @8:30am