

World Learner School Marketing Committee Meeting Minutes
World Learner School, Chaska, MN
January 7, 2019

Meeting called to order at 5:30 pm

Present: Jennifer Graves, Eva Maher, Emily Strafelda, Melissa Bullerman

Discussion:

A. Improving School Retention:

- Eva shared this article with the committee <https://hubbli.com/top-tips-increasing-montessori-schools-retention-rate/>
- Bullet points of article:
 - Improve school communication
 - Share enthusiasm
 - Share highlights
 - Showcase students, highlight teachers, celebrate community
 - Have a job for every parent
- Committee agreed PTO is good about social events for parents and making them feel like a part of the community - maybe more options for working parents. Committee thought we might do better at showing more highlights.

B. Website:

- Eva shared this article with the committee:
<https://hubbli.com/think-parent-volunteers-design-schools-website-think/>
- Points discussed:
 - Set a budget
 - Hire outside help - the committee felt strongly that this would be helpful to take it off of the director's plate. The committee also was cognizant of the fact that building a website is not what the director was hired to do and felt that while the current website was functional and useful, it could benefit from a professional who would update it and make it more intuitive and easy to use
 - Purpose - communication & retention
 - Regularly updated
 - User friendly
 - Enrollment applications
 - Easy to email
 - Permission slips
 - Log in - private - parent portal
 - Using quotes from parent survey (get permission)
 - Alumni highlights
 - Edited videos

Recap for board:

- Look at other small (Montessori/charter) schools for advice/resources on parent portal and website - if they can afford it, maybe we can find out how.
- Focus marketing on retention and internal marketing. We are not looking to further increase our waiting lists, but rather to maintain and improve the positive reputation we enjoy among our own families and in the community.

Meeting adjourned at 6:00 pm