

World Learner School



Marketing Committee – 1.28.19

Deana Siekmann, WLS Director-Ex Officio - present

Melissa Bullerman, WLS Board Member - present

Eva Maher, WLS Board Member - present

Emily Strafelda, WLS Board Member – present

1. Website- Deana talked to the committee about the website. The committee plans to put questions in the family survey asking what families use the website for. From the results they will assess if there is a need to update the website.
2. Marketing in the Community- The committee discussed enrollment and how to market the school in the community. Possible ideas were investing in a banner, school swag, and car stickers.