

Cornerstone Montessori Elementary School Board of Directors Charge to Form a Task Force

Marketing Strategy Task Force

Purpose

The Marketing Strategy Task Force is charged by the Board of Directors to do the following:

- A. Increase enrollment and retention of neighborhood (East Side) students.
- B. Support Advancement Committee in formulating outreach strategy for connecting CMES to East Side families and building school's presence in the community.
- C. Increase demand and number of submitted applications for the Spring 2024 lottery with a focus on K through 2nd grade.
- D. Determine transition plan for integrating marketing activity liaison into school operations.

Membership

The Marketing Strategy Task Force shall be appointed by the Board, including at least one staff and the Chair of the Task Force shall be a Board member.

Potential members include but are not limited to:

Core Team – Jean Melancon, Rohan Chougule, Jeremy Miller

Advisors – Alyssa Schwartz, Jessica Goff, Chris Bewell, Tyler Bouwens

Goals and/or Products

The goal(s) and/or product(s) of the Committee's work shall be:

- A. Identify a third-party marketing resource by January 16th, 2024, to execute marketing strategies.
- B. Define the CMES three-year marketing strategic plan and performance evaluation criteria with an emphasis on increasing the reach on the East Side.
- C. Deliver a documented marketing process for operations as part of transition.
- D. Transition marketing liaison responsibilities to an internal staff resource by June 30, 2024.

Accountability

The Task Force shall comply with the requirements of MN Statute 13D (Open Meeting Law) and the provisions of the Corporation By-Laws and Board Policies.

The Task Force shall submit monthly written reports to the Board. The Task Force Core Team and Advisors shall make themselves available for presentations upon request of the Board.

Duration

The Task Force shall complete its work by no later time than June 30, 2024.

Board Approved: November 28, 2023