

## **Advancement Committee Notes**

The Advancement Committee met twice - once to transition the work of the marketing taskforce to the committee and once as the Advancement Committee plus Meg, Alyssa, and Chris, to outline next steps in the marketing plan. Both meetings' minutes are below.

### **Marketing Taskforce / Advancement Committee**

January 30, 2025

9:00 a.m.

**In attendance:** Jean Melancon, Chris Bewell, Meg Haley, Rachel Droogsma

**Absent:** Rohan Chougule

### **Meeting Focus:**

Transitioning the work of the Marketing Taskforce to the Advancement Committee,

### **Topics Discussed:**

#### **Advancement Committee Direction:**

- The Advancement Committee will take small steps, first focusing on implementation of the Marketing Place.
- In the future we'll look at the additional things that could be a part of the Advancement Committee. (Grant writing, fundraising, fund needs, etc).

#### **Marketing Plan Implementation Ideas:**

- **Community Centers/Parent Representatives** - Nora Springer, who works for CMES and MCM, is well connected to some of the community centers and could be a good resource.
- **Events** - Cornerstone could have a presence/table at events near Lake Phalen such as the pollinator festival, Harvest Moon festival, Freeze Fest, and again at the Dragon Boat Festival.
- **Swag** - bumper stickers, pencils, hats, yard signs, etc - could be given to new families, some could be used for tabling at events
- **Advertising** - the Payne-Phalen Community Council and Greater Eastside Community Council send out newsletters and could be a good place to advertise the school's open enrollment period.

#### **School Rep:**

- Having a school rep would be helpful, could a stipend be provided to someone to be part of these efforts? In the short term we've got Chris, at what point would it be appropriate to bring an additional person in?

**Return on Investment:**

Meg feels that interpersonal touches (like events) will be easier to see the return on quickly (vs. digital ads..though we could track, metrics could help)

**Action Steps:**

- Rachel will reach out to Alyssa to schedule a meeting (with Chris, Meg, Rachel, and Alyssa) to discuss immediate marketing ideas (**notes from that meeting are included below**)
- Jean will email Rachel and Meg the email from Nora Springer and table of community reps
- Rachel/Meg will connect with Nora as the community rep plan is being developed.
- Chris will send previously used postcards to Meg
- Chris will share Cornerstone ad with Rachel (which has already been placed in St. Paul Voice)
- Rachel will reach out to Payne-Phalen Community Council as well as Eastside Community Council, to see if an ad could be placed in their newsletter(s)

**Advancement Committee / Marketing Plan Implementation Meeting**

February 13, 2025

11:00 a.m.

**In attendance:** Alyssa Schwartz, Chris Bewell, Meg Haley, Rachel Droogsma

**Meeting Focus:**

We discussed what marketing efforts we have already implemented and what could be implemented in both near term and long term to promote Cornerstone in the community.

**Topics Discussed:****Marketing Efforts**

- Ads have been placed in the St Paul Voice and La Voz Latina.
- An ad will be placed in the Greater Eastside Community Council's newsletter next week.
- Postcards have been mailed to neighborhood families.

**Enrollment Update**

- Alyssa and Chris reported that enrollment is going well. 18 Kindergarten applications, one first grade application, and six additional online applications (one of which is included in the 18 K applications).
- With this healthy pool of incoming students, marketing efforts aimed at increasing enrollment aren't needed at this time. Efforts should continue to make sure Cornerstone is known in the community and for long-term enrollment.

### **Community Centers/Parent Representatives**

Meg suggests creating a toolkit for parent reps with specific goals for connecting with their specific community center.

### **Events**

- We discussed having more events that are open to the community, particularly by inviting folks from the community centers.
- Meg suggested making Fall Fest Open to the community, adding activities to create structure to the event, especially for visitors. We discussed whether a small budget could be available for activities.

### **Open Houses/Tours**

- Currently families tour individually and schedule those tours one at a time. Alyssa likes this because often families want to talk about their specific child and can't do that in a larger group. Since this is working well, there isn't a need for a change in open houses/tours at this time.
- In the future, older children and/or alum could give tours to prospective families, perhaps on two weekends around enrollment time.

### **Other**

Waldorf School has reached out, wanting to connect as an option for Cornerstone graduates for grades 7 & 8.

### **Action Steps:**

- Rachel will follow up with Payne-Phalen Community Council
- Meg will create a template for a parent community representative guide with more focused goals; Alyssa will provide feedback in Google Doc
- Alyssa will connect with Waldorf School for the middle school options night; Rachel will do the same for Friends School
- Chris will connect with ESABA

Meeting finished by 11:53 a.m.

Respectfully submitted by Rachel Droogsma