

East Troy Community School District
Marketing Subcommittee
August 9, 2023

Agenda:

1. Review current marketing efforts
2. Discuss goals for marketing efforts
3. Discuss target audience for marketing efforts
4. Brainstorm questions we need answered to make marketing tactic decisions
5. Initial discussion for possible tactics
6. Topics for next agenda
7. Set next meeting date

Minutes

The meeting was called to order at 2:00 p.m. in the District Offices. The following Marketing Subcommittee Members were present: Anna Janusz, Dale Ames, Dr. Hibner, and Amanda Smith.

The August meeting focused on possible goals for consideration (i.e. to attract students, to attract and retain quality staff, etc.). In addition, continued efforts of building community pride and satisfaction for the school district.

The committee reviewed current marketing efforts and current celebrations/points of pride of the district. It was agreed upon that a basic audit of current marketing efforts would be conducted toward the goal of attracting students.

The meeting adjourned at 3:02 p.m.

Next Meeting: To be scheduled after completion of audit template.