
Seven Hills Preparatory Academy
PR Committee Minutes from Monday, 2018-09-24
As APPROVED by the SHPA Board on Thursday, 2018-10-04

Committee Attendance:

Present

- Molly Lee - Co-chair
- Jeffrey Miller - Co-chair
- Johanna Schmitt
- Nikki Peterson
- Celeste Wiederholt
- Janeen Raaen

Absent

- Mark Quistad

Others

- *none*

Public Relations Committee Charter

The PR committee is a committee of the School Board of Directors.

The purpose of this committee is to actively communicate to the community the mission and vision of Seven Hills Preparatory Academy.

1) Event Recap

- a. Bloomington Heritage Parade - Saturday Sept 15
 - i. Approximately 40 people walked in parade
 - ii. Future recommendations
 1. More giveaways(1000 pencils, give away stickers instead of bracelets)
 2. More middle school students - possible buddy system - young kids with big kids to help pass out promotional items
- b. Richfield Penn Fest - Sunday Sept 16
 - i. Not as many giveaways (250 pencils, give away stickers instead of bracelets)

(continued)

- ii. Future recommendations
 - 1. Possible spin the wheel game instead of hopscotch
 - 2. More middle school students to help promote school
- 2) **Centralized PR email address**
 - a. We need a "PR@SHPAMN.org" email address, with "delegated email access".
 - i. Use
 - 1. Registrations (such as Heritage Days & Penn Fest)
 - 2. External inquiries
 - 3. The chair (or in our case, co-chairs) will be primarily responsible for the administration of the email, and responses to inbound emails (though delegation to other members of the PR Committee may be utilized as necessary).
 - ii. Problems Solved
 - 1. Multiple points of contact for external relations
 - 2. Prior PR committee members still being listed as key contacts for reoccurring events (something that has caused communication problems more than once recently).
- 3) **Strategic Planning**
 - a. **Goals of the PR Committee**
 - i. *Primary*: Enhance Positive Public Perception of SHPA, by engaging the community in events focused around the "Seven Hills" of the Classical Liberal Arts (*see section 3c below*).
 - ii. *Secondary*: Challenge/Change Uninformed Opinions, by highlighting the facts that SHPA is:
 - 1. Public (not Private/Religious)
 - 2. Free (No Tuition)
 - 3. Open (Enrollment)
 - 4. Chartered (Purposeful; Parent-Teacher Led)
 - 5. Results-oriented (Consistently High Student Test Results)
 - b. **Target Audience of the PR Committee**
 - i. Empowering Parents of SHPA students (with helpful language and opportunities to share)
 - ii. Reaching Parents of Pre-school Age Children
 - iii. Engaging our Civic and Business community

(continued)

c. The Seven Hills are the Seven Classical Liberal Arts:

- i. The Verbal Arts (or Trivium):
 1. Grammar - Language skills, such as reading and the mechanics of writing; foreign and ancient languages included
 2. Logic - Dialect; the process of correct reasoning; discovering truth from fact
 3. Rhetoric - The art of using speech to convince or persuade
- ii. The Numerical Arts (or Quadrivium):
 1. Arithmetic - Number in itself; pure abstraction
 2. Geometry - Number in space
 3. Music - Number in time
 4. Astronomy - Number in space and time

Recommendations to SHPA Board of Directors

- Recommend approving PR Committee Minutes from Monday, 2018-09-24.

Administrative Request

- Establish PR email account

Recommendation approved by SHPA Board on 2018-10-04 of the PR Committee Minutes from Monday, 2018-09-24.

Carl to follow-up for the creation of a "PR" email account.