
SHPA PR Committee Meeting Minutes – Monday, October 22nd, 2018

Approved by the Board November 1, 2018

Members: (Check if member was present)

- Mark Quistad
 - Johanna Schmitt
 - Nikki Peterson
 - Celeste Wiederholt
 - ✓ Janeen Raaen
 - ✓ Molly Lee
 - ✓ Jeffrey Miller
- Others present: Carolyn Farrell, Dan Woodle

Mission

Seven Hills Preparatory Academy engages students in a rigorous Classical education, designed to prepare each one for strong citizenship and life-long learning.

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. Strategic Planning
 - i. Discussed long term plan for goals of PR committee
 - ii. Discussed opportunities for improving identity of SHPA as a Classical Education School
 1. Feed My Starving Children
 2. Toys for Tots
 3. Brochures / Flyers - consider updating
 - iii. Discussed history and origins of SHPA
 1. Ms. Farrell referenced a letter on our history provided to all new teachers
 - iv. Discussed Pedagogical Distinctives
 1. Classical
 - a. Mr. Woodle referenced a book: “An Introduction to Classical Education” by C.A. Perrin; and an essay, “The Lost Tools of Learning”, by Dorothy Sayers

2. "Teach Like a Champion"
3. "Core Knowledge" modified/lite
2. Preparation of Statement for town hall meeting
 - a. The vision of the PR Committee is to enhance positive understanding of Seven Hills Preparatory Academy and the benefits of our classical education model. Additionally, we seek to change uninformed opinions by reinforcing our distinctive nature as a tuition-free, public, chartered, open-enrolled, results-oriented, classical K-8 school.
 - b. *([Our mission as the PR Committee is to accomplish this by] / [We do this by])* empowering parents and all stakeholders with consistent messaging and community events focused around the "Seven Hills" of Classical Liberal Arts.
3. Fist to five evaluation
 - i. 2 people gave the meeting a four
 - ii. 3 people gave the meeting a five

Action Steps:

- Promote Townhall meeting via email and facebook.
- Ms. Farrell to provide copy of "history" for new teachers to attendees of PR meeting, as follow-up.

Recommendations to SHPA Board of Directors

1. Recommend approving PR committee minutes for Monday, October 22nd, 2018