

SHPA Public Relations Committee Meeting –April 8, 2019

Approved by the board May 2 2019

- ✓ Molly Lee (Co-chair)
- ✓ Jeffrey Miller (Co-chair)
- ✓ Johanna Schmitt
- ✓ Janeen Raaen
- ✓ Dan Woodle
- Nikki Peterson
- Celeste Wiederholt
- Mark Quistad

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 Public Relations 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. Review PR committee charter
 - a. Recommend updating the PR committee charter to the following: **The PR committee is authorized by the SHPA School Board of Directors. The purpose of the PR Committee is to enhance positive understanding of Seven Hills Preparatory Academy and actively communicate to the community the mission and vision of SHPA. Committee membership is open to, and comprised of, Board members, SHPA staff, parents, and community volunteers.**
2. Reviewed 1 year goals and 3 year objectives for the SHPA strategic plan
 - a. Discussed objectives for PR committee being two fold
 - i. promote SHPA to external community via community parades/festivals/city government meetings
 - ii. promote SHPA Board to internal community via presence at back to school night, academic fairs/science fairs, concerts

- iii. discussed possibility of improving board members visibility via shirts, name tags
3. Discussed initial planning and registration for Bloomington's Heritage Days parade on 9/21/19
4. Discussed initial planning and registration for Richfields Penn Fest on 9/15/19
5. Established Annual Calendar for PR committee comprising of approximately 4-6 meetings per year and including parades, festivals, school wide events and city wide events
6. Discussed involvement in city wide meetings - Jeffrey Miller to attend Richfield's "State of the Community" event on 4/11/19 and someone to attend Bloomington meeting next March
7. Next Meeting Thursday May 30 2019
8. Fist to five
 - a. three people gave the meeting a 5 and two people gave the meeting a 4

Recommendations to SHPA Board of Directors

1. Recommend for the Board to update the Charter for the PR Committee
2. Recommend approval of the April 8, 2019 PR committee meeting minutes