

SHPA Public Relations Committee Meeting - May 30, 2019

Approved by the board June 6, 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 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.

1. Review PR committee annual calendar
2. Recap of Media Relations discussion at Friends of Education Dinner
 - a. Possibility of having prepared statements for a variety of situations
 - b. Importance of establishing relationship with media
 - c. How to control our message with media and community via multiple platforms and all stakeholders
3. Reviewed 1 year goals and 3 year objectives for the SHPA strategic plan
4. Discussed planning/logistics for Bloomington's Heritage Days parade on 9/21/19
5. Discussed planning/logistics and registration for Richfields Penn Fest on 9/15/19

6. Next Meeting will be third-week of August 2019

Action items

1. Jeffrey Miller to register SHPA for Penn fest
2. Jeffrey Miller to update email contacts with PR committee email address
3. Molly Lee to work with vendor and staff for ordering supplies for parade/festival

Recommendations to SHPA Board of Directors

1. Recommend approval of the May 30, 2019 PR committee meeting minutes