

Mason County Promise Marketing Committee Meeting 5.29.2019

Minutes

1. Roll Call: Amy Pepper, Annette Quillan, Monica Schuyler, Marcelina Shriver, Dena Thurston
Absent: Ed Mackowicki; Nick Palmer
2. Limited Public Comment: None
3. Consent of Agenda and Approve Minutes February 11th, 2019: Motion D. Thurston,
Support: A. Quillan; 5, 0, 2.
4. New Business:
 - a. Update on Marketing Budget (attached)
 - b. Yearly Events Calendar (attached)
 - i. Quick facts are needed for Friday Night Lives?
 - ii. What do we need to Prep for Fall?
 - iii. Anything we are missing? A funding resource list
5. Old Business:
 - a. Communications with K-12 Schools
 - i. Will meet with Each School District before fall to make sure they have a banner, flyers, and any other supplies they might need, as well as answer any questions.
 - ii. Will begin drafting messages to be sent home in school newsletters, or in their electronic communications throughout the year.
 - b. Communications with WSCC
 - i. Still refining our process with College
 - ii. Want to have our communications compatible with WSCC
 - c. Other Communications and Publications
 - i. Updating website
 - ii. In Chamber Relocation Guide, and Visitor's Guide
 - iii. Drafting templates for Realtors
 - iv. Can reach out to LDN and Mason County Press about banner ads.
6. Any other Business, comments or communications
7. Limited Public Comment
8. Adjourn: Motion **by Schuyler**

Mason County Promise School Year Marketing Calendar

Events:

June: Send letters to initial letters to applicants & renewals. Consider options to send decline notice.
3-on-3 Basketball event at MCE?

July:

Attend local Friday Night Live Events (large community festival) great way to interact with the community and prospective scholars. Information but not a fundraising activity.

Mini-Golf Charity Monday, July 15, % of sales goes to the Promise

Lunches, Power bookbags, Bucket Bonanza

September:

Connect with incoming Promise Scholars on Campus. Tried a Presidents reception, that was not well attended. Will restructure for this year. More of a welcome picnic or something.

WSSC Promise Kickoff: Food Truck/Games/Prizes/Encourage wearing Promise gear

October:

Participate with local CAN on College Month Activities. Includes FASFA Nights

Q's Smokehouse Fundraiser (?)

Bookmark

November:

Cash for College/Pay for College/Financial Aid Nights

February: Promise Scholarship Follow-up

March:

Participate in Community Family Affair- Local Family Fun Festival that interacts with younger kids, but provides connections and information to parents. Start thinking that going to College is an option early!

April:

Participate in local College and Career Fairs, Summer Jobs Fair

Current Scholar Event (lunch- Lets Taco about the Promise) with Current Promise Scholars to check-in, share reminders, get feedback, etc.

Not doing this yet, but talked about doing college visits on High School testing days for seniors.

MCC Junior Nights

May:

Participate in Decision Day Activities and Graduations
WSCC Promise Graduation Celebration--Cake & Ice Cream

Communications:

Beginning School Year:

- FERPA Waiver
- 6-11 Flyer/Postcard
- Seniors- a letter with an invitation to apply...

End of School Year :

- Seniors- After GPA final confirmations with reminders about what they need to do at WSCC