ECPSF Public Relations Committee Minutes

Meeting Minutes

March 27, 2023

Present:	Todd Johnson
	Jane Christenson
	Patti Iverson
	Michael Strubel
	Laura Marthaler
Next meeting:	TBD

Changed name of committee to "Public Relations"

- More representative of the group's role.

Annual Report

- Keep the 'bones' the same; especially since opting to distribute more digitally not print as many.
- Work on in May; print in June.
- Need to get the word out about how funds are being used.
- Capture experience from teachers that received grants.
- Also capture experience from those that benefitted from the grants.
- 1 minute blurbs on website – "Why do you give?"; donors, GA sponsors etc.

Scholarships

- All scholarship applications down since COVID per counselors
- Talking to counselors – how to increase awareness to parents.
- Address scholarships in the fall not spring

Alumni

- Alumni Nation (service to capture class contact info) - $5000-$6000 plus $100 monthly fee. Not feasible.
- Contact PC's to find out how they collect senior contact info. (40% last year)
- Can we leverage the sign-up process (they have to buy a ticket to grad party)
- Work through class presidents and class advisors; what is the expectation of the class pres.?

- How can we help you?
- ECPSF to keep contact info. for class presidents. (Help with reunion set-up)
- Establish period outreach to encourage alums to update contact info as it changes.

Media Contacts

- Establish a relationship with contact at each outlet.
- Always do a press release; follow up with contact if really hoping to get something picked up.