



**Marketing Committee Meeting Agenda
10:00 AM – Wednesday, March 6, 2024 – Community Room
Matt Garcia, Chair**

- 1. Call to Order** **Matt Garcia**
- 2. Committee Co-Chair**
- 3. Update – Events Calendar** **Matt Carleo**
- 4. CHPA marketing slogans (focusing on the future)**
- 5. Determine services Digital Hart Media will include in their contract**
- 6. Gather existing CHPA visual content for messaging in one drive shared folders**
- 7. Focused Messaging:**
 - **Primary Message** We are open for business next year
 - Core Identity Messaging (characteristics that make us unique)
 - Early College (CTE, recent grads, degrees)
 - Mariachi/Folklorico (culturally responsive curriculum)
 - New buildings
 - Wrestling success
 - Dual language immersion program

Additional Messaging

 - After school tutoring
 - summer school
 - wrestling
 - Esports
 - sports
 - New Reading Program
 - Art Program
 - clinic at school
 - boys and girls (afterschool care)
- 8. Professional content created for messaging (CSU-P Art/Design program can help)**
- 9. Future Agenda Items – Next meeting 10:00 AM, Wednesday, March 20, 2024**
- 10. Adjournment**

***If a Board member has potential conflict of interest with regard to any agenda item, the Board member is obligated to declare the conflict at this time. Depending on the conflict the Board member should abstain from voting on that agenda item.**