



K-12 PREPARATORY ACADEMY

Board Work Session Minutes Thursday, September 12, 2024 – 5:45 P.M. ECMS Room 444

1. Welcome/Call Meeting to Order 5:47

I This work session of the CHPA Board of Directors was called to order at 5:47 p.m. in room 444 of ECMS by Steven Trujillo

2. Roll Call for Chávez/Huerta K-12 Preparatory Academy Board Members constituted a quorum.

3. Modifications/Approval of Agenda*

I The agenda was accepted without modification

AT Nick Angiocchi motioned to approve the agenda as presented seconded by JoSePh Garcia with a unanimous vote no discussion motion carried.

4. Enrollment & Marketing Report

Enrollment I Executive Director, Fred Segura shared on behalf of Robin Archuleta current enrollment CCA 343, ECMS 262, DHPH 234, total current enrollment 839. Fred shared that this year's numbers do not follow previous historical trends. Mr. Segura shared reasons of low enrollment to include students relocating out of area, governance and leadership, programs and athletics, bullying and safety in the middle school, lack of communication with principal an CEO, rumors of school closing, lack of end of year ceremonies, phone systems, credit retrieval, and location (closer to home).

Marketing I Mr. Segura reviewed the many ways in which CHPA has been marketed in-house such as, social media, flyers, open-houses, tours of new facilities, all calls. CHPA also incorporated outside marketing through KRDO and Digital Hart Media.

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KRDO I Linda Jones of KRDO thanked the BOD for letter her share her marketing strategies for CHPA. She shared her goal was to increase enrollment and highlighted 2 30 second commercials and 2 two-minute interviews. The KRDO campaign will run through September 29, 2024. Ms. Jones will open the campaign to reach people new to the area and the additional zip code of 81008. She would also like to produce a testimonial type commercial and include school choice and extra-curricular activities.

Digital Hart Media

I Nicki Hart presented an overview of digital marketing efforts that include Facebook, and digital banner adds that target specific audiences for effective marketing. Ms. Hart advised keeping social campaigns running year-round for the best results.

5. Enrollment & Marketing Work Session

D Board recommendations/suggestions include;
Add lead forms to website to track enrollment resulting from advertising
Continue proven modes of outreach
Creation of a long-term PR strategy
Explore a Student Ambassador Program in the middle school
Allow parents to share how CHPA has positively impacted their student
Continue Open House events
Develop messaging from the Board of Directors
Creating a teacher spotlight on media avenues
Utilizing a monthly newsletter

CHÁVEZ HUERTA

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- Creation of a referral program
- Creation of an ongoing marketing schedule
- Quarterly meeting with 'feeder programs'
- Creation of a retention plan
- Reset / reestablish a positive school culture
- Explore possibility of a podcast
- Get principals and ECP director in front of the public more often
- Visits to p-k programs by the folklorico dancers
- Beautify school grounds
- Recognize and address any issues that may cause hinderance to enrollment efforts

15. Adjournment time 8:00

AT Nick Angiocchi motion to adjourn, Angela Giron seconded, with no discussion and a unanimous vote the motion was carried.

Prepared by: Jo Dee Alarid
Jo Dee Alarid, Executive Assistant

Date: 9-24-24

Verified by: Steven L. Trujillo
CHPA Board Secretary

Date: 9/24/24

(May be signed by the Board President in the Secretary's absence)

Future Revised Board Meeting and Work Session Dates

All meetings will be held in the Community Conference Room at 5:45p.m. unless otherwise notified.

Board Meeting Dates	Board Meeting Dates	Dates to Remember
July 30, 2024 August 27, 2024 September 24, 2024 October 29, 2024 November 19, 2024 December 17, 2024	January 28, 2025 February 25, 2025 March 18, 2025 April 29, 2025 May 27, 2025 June 24, 2025	

CHPA Board of Directors Committees

Committee	Chair	Co Chair	Meeting Dates
Achievement Student Success	JoSeph Garcia	Matt Garcia	2 nd Wednesday of each month
Bylaws	Steven Trujillo		
Finance	Nick Angiocchi		The Tuesday 1 week prior to monthly board mtg.
Policy	Angela Giron		
Recruiting and Nominating	Cindy Ayala-Cooper		