

Strategic Plan Goal 4 Meeting

04.20.2017

Attendees:

Lori Priebe, Michele Ott, DJ Martin, Ace Eilts, Kevin Frazier, Julie Morlock, Dan Smith, Scott Powers, Lon Abrams, Rebecca Meissner, Jordan Krone, and Andrew Wise

Overview of Goals 1-3

The committee liked the direction of Goals 1-3. They supported the direction of internships at the high school and getting kids into businesses and communities. They also mentioned additional ways of increasing achievement, especially at the lower levels, should be explored, including summer school. Furthermore, the group mentioned creating a Community/Communications course at high school in which kids could develop a sense of community and kids could develop skills aligned with actions below.

Development of Two Goals

Goal One: Develop Olympia School Spirit into Olympia Community Spirit

- Signage for each community with Spartan logo - continued/updated
- Communities are in school district but not a part of the district
- Business involvement - kids need to get into business (store front, internships, work studies, job shadowing)
- Take Special Events to the Community - Homecoming, State winners, Senior citizens, Sporting events
- Have Olympia theme nights targeted at community (senior citizen night, business nights, EMS nights....)
- Community outreach days- Exhibition games on their community fields
- Increased relationship building and meetings (mayors, churches, triangle, Kiwanis, etc.), they need to be stakeholders
- Increased outreach to community businesses for coupons, signs, ads, sponsorship, work
- School info on Village websites/social media tags (schedules, news, etc.)
- Dedicated consistent social media presence
- Official Olympia Flag – need bigger US flag in gym as well as a map with each village name

Goal Two: Effectively communicate and market the Olympia story

- Lots of smaller stories make up the larger story
- Create communication and marketing plan
- Define OUR brand
- Define the target audiences/ stakeholders
- Define the media needed
- Calendar/Timelines/Responsible person
 - Those here (seniors, grads, current)
 - Those not here (new families, prospective)
- Recruit successful grads to help communicate- reinforce brand/story
- Need Good vibes/positive mojo to keep and recruit families
- Video productions for websites - quick, live, market
- Hard print is limited- Torch, Oly Review – need to move productions on-line (which is infinite)
- Live stream activities and ensure everyone knows about them
- Social media needs a shot in the arm- kids and parents, hashtags, unlimited access
- Need Lots of small collaborative consistent efforts

Overall Common Themes - it takes a village to educate a child...we're all in this together...our growth depends on another

Next meeting - TBD