

Re-branding: Parklane ES and Tri-Cities Cluster

Thursday, September 30

Coach B, Miss Smith and I met with Mr. Eric Porter of TCH SGC. We talked about a number of ideas around re-branding. They included:

1. Having a signature hashtag such as #eaglesoar or #PES. Increase our social media presence. TCH is using #LettUsDoIT #WeAreTheCity. Also suggested that the entire Cluster use a hashtag that connects us all.
2. Signage and Beautification: TCH is working to beautify the exterior of the school. PES is doing the same. We have our day of beautification coming up. Additionally, Mr. Maloof COO of FCS has promised to visit PES to assist with these efforts.
3. Also discussed engaging in Cluster activities such as tailgating at football games, and attending basketball games as a cluster.
4. Also talked about PES becoming an Arts focused school to further strengthen ties with TCH.

Action Items

1. Social Media
 - a. Have consistent message shared via FB, Twitter and IG
 - i. Ex. Teachers each have their own twitter account, but have one person managing social media presence
 - b. Update the PES website to better reflect TAG, Autism and the Arts
 - i. The community doesn't know what we have to offer
2. Parental Engagement
 - a. PTA
 - b. Although we can't require volunteer hours, but can strongly suggest volunteer hours and tie them to some type of reward
3. School Beautification (Partnership with PES SGC and PTA)
 - a. School Beautification Day
 - b. Confirm appt. with Mr. Maloof to tour school for beautification projects
4. Decide what sporting events that PES would like to attend and provide dates to Mr. Porter
5. Begin steps to establish Arts program at PES
6. Does the SGC want to meet with to – Zone Supt.?