

SAC Meeting 11/15/24 (Holmes)

The meeting focused on addressing enrollment challenges in District 11, discussing targeting strategies, and proposed solutions for marketing, to include consistent outreach, parent education, and enhancing the transition from Holmes to Coronado. Facility upgrades, such as renovating GMP classrooms and implementing a secure entrance, were also discussed. The importance of integrating math into other subjects through "peak experiences" was emphasized, with examples from various class teachers.

Agenda Items Discussed

- **Enrollment and Marketing Plans**
- **Holmes' Facility Construction and Renovation Plans**
- **Math Major Improvement Strategy Update and Discussion**

Enrollment and Marketing Strategy Overview

- Chris Kilroy led a discussion of enrollment issue in D11, with a focus on reasons students from Chipeta are leaving D11 when enrolling in middle school.
- Discussion of need for consistent outreach and customer service to families, especially those with high-achieving students.

Micro Targeting and Parent Education Outreach

- Discussion for the strategy for fifth grade open houses and adding components like student panels. Highlight of the importance of catching students early and the success of a recent fifth grade open house.
- Suggestion made of involving current students in engaging with fifth graders and creating a feeder athletic programs, such as a girls basketball program.

Macro Enrollment Strategy and Digital Marketing

- District marketing coordinator, Alison Burrow, shares the macro enrollment strategy and digital marketing efforts, including digital campaigns and google business profiles.
- Highlight of the importance of a robust website and social media presence to attract families.
- Discussion of the need for a clear organizing vision for athletics to support student engagement and retention.

Facility Upgrades and Secure Entrance Project

- Seth Douglas (Construction Lead) and Hannah (District Representative) discuss facility upgrades and the secure entrance project. An outline of the renovation plans for GMP classrooms, including new flooring, lighting, and technology shared.
- Discussion on the need for wheelchair accessibility in the new secure entrance.
- Timeline for the secure entrance project discussed, including temporary relocation of the front office. ETA construction begins March 2025 and concludes July/early August 2025.

Math Improvement Strategy and Peak Experiences

- Holmes Instructional Coach, Jenna Miller, discusses the math improvement strategy.
- Jenna explains the concept of peak math experiences, integrating math into other subjects like science and art, and shares examples of peak math experiences.
- Holmes teachers share their experiences with integrating math into their classes, highlighting the success of these projects.

Action items

- Implement the 5th grade open house on December 11th, including a student panel and arts performances.
- Coordinate with Chipeta Elementary to ensure their 5th grade band/orchestra concert on December 11th does not conflict with the open house.
- Explore opportunities to invite 3rd-5th grade students to Holmes events like basketball games and provide them with "future Cougar" branded items.
- Ensure the facility upgrades to the magnet program classrooms and front office/secure entrance incorporate accessibility features for wheelchair users.
- Provide updates on the progress of the macro-level enrollment and marketing strategies being developed with support from the district.

People in attendance: Laura Kelley, Denise LaPlante, Seth Douglas, Jenna Miller, Chris Kilroy, Ken Teoh, Melissa Gilbert, Alison Burrow, Kayleigh Glaspie-Biondo, Abranda Phillips, Jennifer McCall, Rachel Denkwalter, Lauren Blazis Walker, Tony Karr