

SEPAC 7.22.26 Meeting Communication

Meeting Overview

Committee Name: Superintendent Enrollment Planning Advisory Committee

Meeting Date: 7.22.26

Time: 9:30 AM - 12:00 PM

Location / Format: DAC E/W, In-Person

Purpose of This Meeting:

- Develop a foundational understanding of the PVSchools Marketing and Communications department and its role in promoting the district and telling the PVSchools story.
- Engage in discussion and reflection on how key areas of PVSchools marketing approach, including guest experience and quality standards may impact future enrollment, programming, and facility planning considerations for PVSchools.
- Collaboratively process key takeaways from the guest presentation and identify strengths, questions, or considerations relevant to the work of SEPAC and its subcommittees.

Communication:

On July 22, 2026, the Superintendent Enrollment Planning Advisory Committee (SEPAC) gathered for its fourth meeting. The session focused on the critical role of marketing, district storytelling, and customer service in driving enrollment, supporting programming, and guiding long-term facility planning for PVSchools.

Dr. Dan Courson shared updates regarding overall SEPAC work and outlined the revised, extended timeline for the School Consolidation and Closure sub-committee.

Mr. Mat Droge, Director of PVSchools' Marketing and Communications, presented on district quality standards and how we share the PVSchools story. Members evaluated a draft of the *PVSchools Guest Promise* to ensure it accurately reflects the district's heart, culture, and dedication, offering constructive feedback to strengthen it further. Groups discussed how front-line customer service and community interactions directly impact district perception and future enrollment trends.

The School Programming and Marketing & Communications sub-committees broke out to review their sub-committee charters and targeted goals.

Next SEPAC Meeting will be held on Monday, August 24, 2026 at 9:30 AM