

Student Leadership meeting September 14, 2017

Marketing Strategies

Fliers – clinics, markets, laundromats, churches, family events

Fliers are not enough, need to talk with people, engage with them, and understand what they need.

Start a group to talk with farmworkers – Rocio

Web Site is confusing

Start Facebook page and other social media – Stephanie and Yvonne - Connect with Alexia

Instagram, pod casts

Adult school T- Shirts

Make presentations at Community liaisons meetings at every school that many parents attend

Articles or ads in newspaper – especially County Weekly

Post cards

100 anniversary

Carnival/fair/open house

Games, raffles, music with DJ, mariachis, food, ethnic dancing, food

Demonstrate what we do at SAS

Give awards to people that have worked more than 30 years

Give awards to people who have been successful after graduating

from SAS

Special guests – local celebrities

Sell t-shirts and key chains to raise money

Invite other schools

Promote with TV ads and Facebook

Other issues or comments

More time to get food and go to bathroom between morning and afternoon

classes

Central location instead of spread out

Praise for Robert Gomez computer class, Yvonne's tutoring class, and Vicki's

ESL

Mark's class too easy

Praise for Yvonne's tutoring class

Need for child care

Next Meeting November 16th – members will report what they have done.