

## Notes From Evening Student Council on Monday 11/29/2018

- 21 students were present
- Students introduced themselves and shared what class they were in.
- Miguel shared about Campus Safety and the radio
- Tatiana reviewed Acronyms SAS, ESL, ASE and WASC
- Tatiana shared the dates of the WASC visit and the purpose of accreditation. She also let students know that the WASC team will want to speak with students about their experiences.
- We shared with students our desire to serve more students and our low attendance. We discussed the importance of marketing and the fact that 75% of students they heard about classes through word of mouth.
- All agreed that the facts that our classes are free and no social security number is required needs to be shared more widely.
- The Marketing Activity was 4 groups of 5 to 6 students brainstorming on 4 different types of marketing. Each group was led by a student who rose to the challenge of facilitating and presenting for their group in two languages. Here are some of the key ideas they offered.
- Radio Group- facilitated by Marcos offered that La Buena Radio or Radio Tigre are stations to target and between 10-12 are the hours when people are listening on their breaks and lunch.
- Brochure Group- facilitated by Ulyses suggested that sending by email might be better than snail mail and they suggested sending brochures to companies and give to students to share with friends, family and neighbors.
- Facebook group- facilitated by Carlos offered the idea of creating videos for people to watch online and to start to feel more comfortable with programs, classes, and teachers.
- Testimonies Group-facilitated by CJ suggested interviewing students and videoing testimonies from students who have graduated. They also suggested the idea of testimonies from teachers. Elvira Naranjo is our first volunteer, she is willing to share her story of the school and her family!
- Students were very involved and the Group leaders were tremendously invested and quite impressive!