

# Student Council Meeting

January 28, 2019

The topic of today's meeting was to bring awareness to our students of what they can do to help our school with marketing. We had 3 topics to discuss

**Brochure: (ways to distribute)** The biggest topic of discussion for the meeting was finding different ways to distribute the brochure. The biggest concern of ours was whether or not the brochure would be thrown away if it was to be received in the mail. To our surprise a majority of the students in fact said yes they would toss it. Then they came up with several ways to distribute the brochure. The Student Council said to hand them out to companies with workers in the fields, worker unions, laundromats, food markets, Taylor Farms, Dole, Tanimura, D' Arrigo, Green Gata, beauty salons, gas stations, food trucks, hotels, big construction companies and The Boys & Girls Club. Another idea would be to gather a group of volunteers to hand them out house to house.

**Social Media: (how to be more active)** One point that a student brought up was the fact that our Facebook page is not continuously active, in other words we should be updating every day. We made the point (Jani & myself) that the person in charge of the Facebook page also has many other responsibilities; and Facebook is not at the top of their priority. To which students then responded with, "well what if we had access." I think this is a great idea, who better to have access to the Facebook page than the students themselves. They will be able to post every day and give outsiders a look inside The Salinas Adult School and what they learn on a daily basis. Another suggestion was made to go "live" of course this would be entirely up to the teacher but I think that will show people community. Here in Salinas were the population is primarily Latino, showing them that there are other people attending who are at the same skill level as them will give them a boost of confidence "if they can do it why can't I" Also word of mouth is a quick way to get future students to look into what we have to offer. If students have access to the page they can then tag their friends. There should also be an option to have students email pictures to the school website, but they don't know who to send them to. If the students have access to the page they will also be able to post in Spanish, which is very important to our students that we serve. Instagram is also another staple for social media, it is "The New Facebook" and the students seem to think that we should have a page. Instagram has a story option which would be easy to follow and continuously add pictures to.

**Radio:** There were a lot of great ideas thrown around in the topic of radio. The students think we should have some sort of commercial advertising the different programs we have to offer. The stations they came up with were Spanish stations but of course we could do the same for English stations. La tri-color, La Preciosa, La Campesina, Radio Lazer, Radio Lobo, Radio Tigere (1570

AM) La Buena and possibly bilingual stations. If there was possibly a 30-45 second add it could be ran throughout the work day. In the mornings while people are driving to work, lunch time, and after work.