



**ATHLOS ACADEMY OF UTAH
PILLARS COMMITTEE MEETING
AGENDA**

Date: December 2, 2019 Time: 4:00 PM to 5:00 PM
 Location: 12309 S. Mustang Trail Way, Herriman, Utah 84096

Board Members	Present/Absent
Ben Hyink- Chair	
Josh Cummings	
Others	
Board Clerk: Vacant () School Leader Designee: Awbree Summers() Athlos Academies: Darin Knicely(), Jill Turgeon ()	

The meeting was called to order at _____

Item #	Topic	Description	Who
1.0	Call to Order		
2.0	Approval of Minutes		
2.1	Approval of prior minutes	None to approve	Ben Hyink
3.0	Discussion Items		
3.1	Enrollment strategy with AAU	<p>Ben brought up topic of having Open Houses for enrollment events. He does not feel that they have been effective. He mentioned that this was part of the notice of concern provided to the leadership team and is concerned that staff is feeling pressured to have these events, even though they are not well attended. Can this be removed from the NOC? He posed the question- What IS effective recruitment?</p> <p>Mandy suggested an enrollment coordinator who can work directly with parents.</p> <p>Tabitha brought into the conversation. She said open houses during the day with drop in hours where parents can see the school in action are popular. If they cannot come in during the day, then someone could coordinate a time for a</p>	Ben Hyink



		<p>visit later. (Job for future enrollment coordinator? Or someone who can perform those duties.) A few large events have been successful (ice cream social and February event last year). Perhaps fewer is better?</p> <p>Ben asked about providing incentives. Darin said he would look into some possibilities.</p> <p>Darin shared about a matriculation agreement with REAL Salt Lake Charter HS. May be a good motivator for enrollees into the MS program. Also, a discussion on the SERVE marketing tool for MS. Mandy suggested different color shirts for MS students.</p> <p>Ben asked about feel good things. Mandy told about promotional videos being made by staff. Ben wanted community events. Tabitha told of a food drive. Advertised on website and via press release.</p>	
3.2	Coming up lottery process	Addressed in previous discussion	Ben Hyink
3.3	Opportunities to solidify parent choice of AAU	Addressed in previous discussion	Ben Hyink
4.0	Adjourn		

Next Regular Meeting: January 6, 2020

Adjournment: