



## Sharon Center School: Update

April 09, 2020

### Work Done to Date

- Discovery has been completed.
- The initial sweep for reputation management has been completed.
- The WHY has been approved by the Leadership Board.
- The Tagline has been approved also.
- Five logos were submitted, Karen preferred Logo PDF #1
  - Logos were presented to the Leadership team during the week of 3/30.
  - The team chose 3 logos that will go to the staff to make a choice.
- The marketing strategy is being completed currently.

### Action Items:

1. Karen to contact potential “Ambassadors” to get permission for OEG to contact them.
2. Janet will follow up with Leslie on website recommendations/updates.
  - OEG will review limitations on theme for site from eChalk.
  - eChalk contact is Leslie, who can be reached at [lmklish@sharoncenterschool.com](mailto:lmklish@sharoncenterschool.com)
  - We will add the approved logo, why and taglines.
  - We will add a page to address prospective families/students (to be approved by Karen prior).
  - Fillable forms will be reviewed.
3. OEG will continue updating social media and reputation sites.
4. Karen asked OEG to look into the school handbook, and how to make it searchable, i.e., Region 6’s handbook, which allows you to search via “I want to know...”