



The Association of Charter School Education Services
P O Box 3146
Albuquerque, New Mexico 87190

ACES MARKETING, MEMBERSHIP AND PUBLIC RELATIONS COMMITTEE MEETING

Zoom: <https://zoom.us/j/572992669>

Public Charter Schools of New Mexico

301 Edith Blvd. NE Suite 200

Albuquerque, NM 87102

June 2nd

11:30 am

X__ Jesus Moncada
X__ Monica Aguilar
__ Casey Benavidez
X__ Max Luft
X__ Matthew Pahl

Agenda

Call to Order

Mr. Moncada called the meeting to order at 11:34 AM.

Introductions of Members and Guests

Approval of Agenda

There was no discussion on this item. Mr. Moncada submitted the motion, and Mr. Pahl seconded.

Review Member Listing to Determine Plan to Increase Membership

The Committee reviewed the list of known members and non-members. The list needed updates and it was determined to determine a recruitment strategy once a comprehensive list was obtained.

Review and Possibly Finalize ACES Pamphlet

The Committee reviewed the ACES postcard and made recommendations for updating. Mrs. Aguilar believed the language on the postcard should mirror the language on the website, and the committee agreed. It was determined that the postcard will be updated to include all the services, and then Mr. Luft would direct staff to add services to the ACES website.

Craft Committee Responsibilities for Marketing, Membership and Public Relations Committee

Mr. Pahl volunteered to draft a committee responsibilities and task schedule. Mr. Moncada noted that they should have an annual work plan as part of the committee, and mentioned that the committee should annually review the website and marketing materials. Mr. Luft submitted that ACES should engage with every new charter school to encourage them to join. All suggestions will be included in the draft documents completed by Mr. Pahl.

Craft Task Schedule for Marketing, Membership and Public Relations Committee

Mr. Pahl volunteered to draft a committee responsibilities and task schedule. The conversation continued and Mr. Luft suggested that the committee work plan include determining how staff would engage with current members at the annual and regional meetings. Mrs. Aguilar suggested that the committee look into data and share with members as part of those meetings. All suggestions will be included in the draft documents completed by Mr. Pahl.

Review ACES Member Needs Survey

This was done earlier in the day at the Executive Committee Meeting. No additional feedback was given.

Mr. Moncado then adjourned the meeting at 12:30 PM.