

Marketing Team

APT MEETING #4 03/01/24

01 March 2024 / 9:30 AM / Studio ROOM 3

ATTENDEES

Sherry Jimenez, Sofia Mayoral, Eunice Vines, Roxana, Nelines Colon, Solomon Mao, George Fade, Sofia Palma, Tod Lavanture

AGENDA

1. Fine-tune presentation material
2. Add recommendations slide deck

NOTES

- Group agreed that one pager was good.
- For next years APT meetings:
 - More content for social media
 - More networking
 - More campaigning
 - Make an effort to spread word to the community
- Went over the presentation
 - Suggestion was made to change the red to the blue so that it can flow with the rest of the presentation
- Scheduling may be an issue
- In person would be a consideration for next year
- More attention to online students
- Takeaways from this year's Marketing APT:

- More focus on community outreach
- Working and advertising as AE as a whole
- Build teams (admins, students, teachers, staff) and discuss Marketing strategies
- Attend workshops and conferences for Marketing techniques and ideas