



**GRANITE MOUNTAIN CHARTER SCHOOL**  
10535 Foothill Blvd #100, Rancho Cucamonga, CA 91730  
Phone (626) 317-0112 \* Fax (626) 932-1804

**Special Board Meeting**  
**Granite Mountain Charter School**  
**March 14, 2020 – 12:00 pm**  
**10535 Foothill Blvd. #100**  
**Rancho Cucamonga, CA 91730**

**AGENDA**

1. Call to Order
2. Approval of the Agenda
3. Public Comments
4. Closed session - Conference with legal counsel - exposure to potential litigation pursuant to paragraph (2) or (3) of subdivision (d) of Section 54956.9: (1 potential case)
5. Discussion and Potential Action on the Granite Mountain School Marketing Plan
6. Discussion and Potential Action on the Granite Mountain Enrollment Targets and Projected Growth
7. Discussion and Potential Action on the Appointment of Interim Positions
8. Discussion and Potential Action on the Hiring of Key Need Transitional Positions
9. Discussion and Potential Action on the Executive Director's FTE Status
10. Announcement of Next Regular Scheduled Board Meeting
11. Adjournment

Public comment rules: Members of the public may address the Board on agenda or non-agenda items. Please fill out a yellow card available at the entrance. Speakers may be called in the order that requests are received, or grouped by subject area. We ask that comments are limited to 2 minutes each, with no more than 15 minutes per single topic so that as many people as possible may be heard. By law, the Board is allowed to take action only on items on the agenda. The Board may, at its discretion, refer a matter to district staff or calendar the issue for future discussion.

Note: Granite Mountain Charter School Governing Board encourages those with disabilities to participate fully in the public meeting process. If you need a disability-related modification or accommodation, including auxiliary aids or services, to participate in the public meeting, please contact the Governing Board Office at 818-207-3837 at least 48 hours before the scheduled board meeting so that we may make every reasonable effort to accommodate you. (Government Code § 54954.2; Americans with Disabilities Act of 1990, § 202 (42 U.S.C. § 12132)).



**Granite Mountain Charter School**  
**Marketing Plan**  
**2020-21**  
(Draft)



## Granite Mountain Charter School Marketing Draft

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# Marketing Introduction

The purpose for the Granite Mountain Charter School (GMCS) marketing plan is to sustain an enrollment of about 3500 students. In order to meet this goal we plan to modestly promote GMCS using various marketing strategies.

In doing so, especially during our beginning stages, it is important for us to consider:

1. Developing our school's niche. When in the early phase it can be helpful to think of our school as a business.
1. Building our school brand.
2. Communicating through content.
3. Reaching out to community members on social media and joining the San Bernardino County Chamber of Commerce.
4. Marketing to our target audience.

[GMCS Marketing Spreadsheet](#)

## Marketing Strategy Summary

Granite Mountain Charter School plans to advertise and/or promote itself by educating the public of our Independent Study School option, the resources available, and unique educational opportunities for students attending GMCS. Our target population are families with children in grades TK-12. In addition, we will be branding our school to ensure students and families feel a belonging to Granite Mountain Charter and truly know their school.

Specific program highlights are to include but not be limited to the following elements:

- Experiential Learning program
- Community-centered Career and Technical Education program (CTE)
- Inquiry-Based Universal Design Planning Structure (student-led learning)
- New clubs and extracurricular activities to engage our students

General program content we will want to include are:

- TK-12 th grade with Accreditation
- Independent Study Option
- Individualized Learning
- Variety of Curriculum Options

We plan to educate the community on the GMCS program through the use of in house marketing both online and offline as well as offline San Bernardino County City Events. In house marketing refers to marketing that takes place at a GMCS planned event by GMCS staff members. These often take place at park events or other GMCS planned outings.

We are Granite Mountain Charter Trailblazers and every student and parent needs to know that. In an effort to help families and students get connected we would like to incorporate some new and fun things.

In house marketing and branding will include:

- Granite Mountain Trailblazer Highlights
- GMC Quarterly Trivia Award
- Mobile Marketing
- Auto bumper stickers or decals "My Student" is a student at GMCS decal
- GMC Quarterly SLO/Art Contest
- Online Informational Sessions
- Social Media Marketing

## Branding Granite Mountain Charter

We are Granite Mountain Charter Trailblazers and every student and parent should know that. In an effort to help families and students get connected we would like to incorporate some new and fun ideas.

1. "Granite Mountain Charter" Trailblazer Highlights -This can be sent weekly, monthly etc (sent to all students/families from Admin)

Things to include:

Do you know facts about Granite Mountain Charter.

For example: Do you know that Granite Mountain Charter became its own school on <insert date>? Do you know that Brook MacMillan our Executive Director is also a homeschool mom of 3!

We can also have a "Meet the Staff" section and highlight one staff member each week.

2. To make #1 more fun and exciting, we can have a monthly or quarterly raffle. So the week of the raffle instead of do you know facts, we would include the do you know trivia questions about Granite Mountain Charter School. The trivia questions would be taken from the previous do you know posts. Every student who submits their answers to all questions will go into the raffle to win a "Trailblazer" Trivia Winner Fun Pack.

An idea for the raffle prize: Granite Mountain Charter Drawstring Backpack  
Contents Ideas: GMC Pencil, bumper sticker "Proud trivia winner of Granite Mountain Charter."

3. Car Bumper Sticker or Window decal-This can be given to new enrollments and returning students as part of our initial meeting process with the teacher or perhaps mailed out in a welcome to our school from enrollment once completed.

Ideas for car bumper sticker or decals are:

Proud parent of a Granite Mountain Charter student  
Happy Student of Granite Mountain Charter student  
Proud Granite Mountain "Trailblazer"  
Proud parent of a Granite Mountain Charter Honor Roll Student

4. Granite Mountain Charter Quarterly SLO/Art Contest- In addition to having students connect to GMC as their school, this contest will encourage students to become familiar with the expected student learner outcomes. This will also serve as an amazing support for WASC to show that students are aware of SLO.

Details: Every quarter we will have a SLO highlighted in our "Granite Mountain Charter" Trailblazer Highlights as the Art contest theme. Students who would like to enter the contest will apply the SLO to their learning journey by creating a piece of artwork to reflect that. Attached they will include the completed SLO theme reflection for the contest. It will be a fill in the blank style form that asks for how during the quarter they worked towards the SLO at GMC . Perhaps the 4 winners for the year can have their SLO artwork showcased in our Rancho office.

In addition, they will receive a Granite Mountain Charter School SLO/Art Contest Award.

# Mobile Marketing

By use of advertising using auto magnets and auto sticker decals we hope to help put the Granite Mountain Charter name into our community. Auto decals and stickers are discussed further in the section “Branding Granite Mountain Charter.”

## Benefits:

- Recent studies by “Super Cheap Designs” indicate that a large percentage of people (as high as 90 percent according to some numbers) are able to remember marketing messages they have seen printed on vehicles in one form or another.
- Cost-effective advertising solution that consumes less than half of the financial and material resources that television commercials or advertising billboards typically do.



## Inhouse Community Events (with Informational component)

GMCS will utilize planned community events to educate prospective families. At select CC park events and other field trips we will have a GMCS staff member available to host an informational session and answer questions regarding our program. If it is a field trip, an informational table may not be set up, however would be an informal info session.

Ideally these events will be posted on our school website as well as our Social Media page. In addition, posting to community groups is also a possibility. These are samples of community events/field trips that can be hosted by teams welcoming all not just GMCS families. These

events are fun in nature and allow for a relaxed environment for parents to learn about our program, ask questions and see our students experiencing hands on learning and enrichment.

Materials: Table, Canopy (depending on event and time of year), GMCS Table Cloth, Marketing Materials such as pencils, drawstring backpacks etc dependent on the time of the year. See Marketing Materials section for a list of available items.

## Sample Printed Flyer for Inhouse Community Events

This is a sample flyer that can be printed and distributed at inhouse and inhouse and community marketing events . It would be great to have a trifold or small double sided flyer that outlines curriculum options and the documents needed for enrollment for the larger events that will be less seldom.



**GRANITE MOUNTAIN CHARTER**  
Free Individualized Learning  
TK-12th Grade

- Diverse Curriculum Options
- FREE Student Enrichment Opportunities
- Experiential Learning Program
- Community-centered Career and Technical Education program (CTE)
- Inquiry-Based Universal Design Planning Structure (student-led learning) New clubs and extracurricular activities to engage our students

**ENROLL NOW FOR 2020-21**  
◆◆◆◆◆◆◆◆◆◆

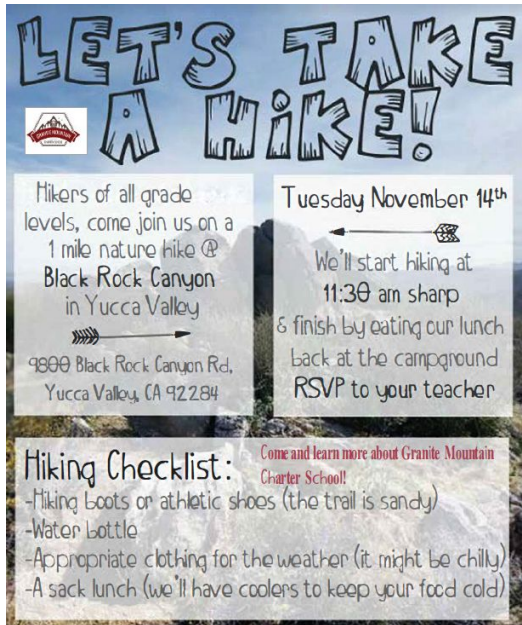
<https://granitemountain.org/enrollment>



**Have Questions? Call us at 888-888-2316**



## Community Events with Informational Component Flyer Samples



### LET'S TAKE A HIKE!

Hikers of all grade levels, come join us on a 1 mile nature hike @ Black Rock Canyon in Yucca Valley

9800 Black Rock Canyon Rd, Yucca Valley, CA 92284

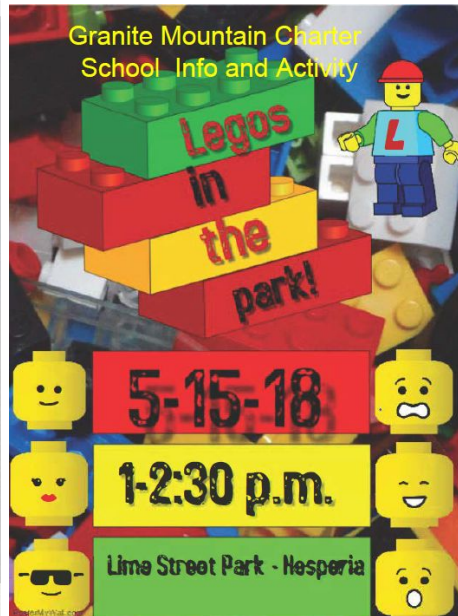
Tuesday November 14<sup>th</sup>

We'll start hiking at 11:30 am sharp & finish by eating our lunch back at the campground  
RSVP to your teacher

**Hiking Checklist:**

- Hiking Boots or athletic shoes (the trail is sandy)
- Water bottle
- Appropriate clothing for the weather (it might be chilly)
- A sack lunch (we'll have coolers to keep your food cold)

Come and learn more about Granite Mountain Charter School!



Granite Mountain Charter School Info and Activity

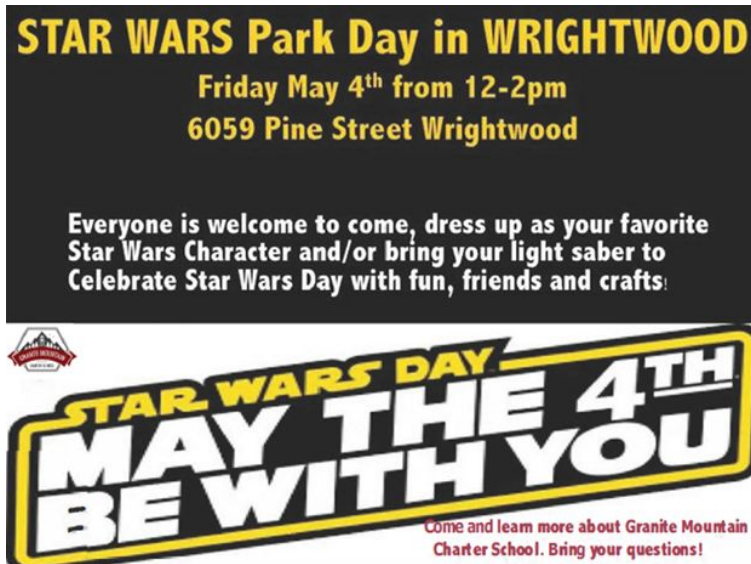
### Legos in the park!

**5-15-18**

**1-2:30 p.m.**

Lima Street Park - Nesperia

Come and learn more about Granite Mountain Charter School!



### STAR WARS Park Day in WRIGHTWOOD

Friday May 4<sup>th</sup> from 12-2pm  
6059 Pine Street Wrightwood

Everyone is welcome to come, dress up as your favorite Star Wars Character and/or bring your light saber to Celebrate Star Wars Day with fun, friends and crafts!

**STAR WARS DAY**  
**MAY THE 4<sup>TH</sup>**  
**BE WITH YOU**

Come and learn more about Granite Mountain Charter School. Bring your questions!

# Online Informational Sessions

Online Informational Sessions will be held monthly or as determined to best suit GMCS needs. Ideally there will be two moderators to host the session. The [powerpoint presentation](#) will highlight our general school program.

## *How will people learn of these informational sessions?*

Posting on our our School Website  
Social Media Posts and Advertisements  
Community Events  
Current Families and Staff

## Online Informational Sessions Sample Flyer

This is a sample flyer that can be posted on social media and our school website for our info sessions. Ideally, the dates of our informational sessions would be on our website and can be linked to the flyer as well.



### **GRANITE MOUNTAIN CHARTER**

#### **JOIN US AT AN ONLINE INFO SESSION**

Learn all about our program, the unique opportunities available for your child, and what documents you will need to enroll!

***When: Last Thursday of each month @ 4pm***

***Where: Click here***



ENROLLING STUDENTS IN SAN  
BERNARDINO COUNTY FOR THE  
2020-21 SCHOOL YEAR

# Social Media Marketing

By use of advertising on our school social media group pages and other local San Bernardino County group pages we hope to to educate the communities we serve on GMCS educational opportunities. The vision is to post advertisements promoting specific program highlights depending on the time of year and goal in mind.

Platforms can include Facebook and/or Instagram.

Example Post:

## San Bernardino County -City Events Marketing

San Bernardino County Community Marketing involves GMCS hosting a table at an event usually planned by a city or organization for the community. These events are generally larger scale events than our inhouse events and will require more resources and staff. GMCS administration and staff may want to choose a select few to attend yearly or as needed depending on our targeted growth goal. Ideally, GMCS desired to attend events that have families with school-age children in attendance. In addition, events with greater foot traffic are ideal.

Typically these events have a fee to host a table which varies depending on the type and size of the event. Depending on the scale of the event, a canopy and table may or may not be provided. Providing a children's craft or "marketing" goodie bag is appropriate at these type of events.

San Bernardino County City Events marketing examples:

[Chino-Hills Easter Egg-Citement](#)  
[Great Homeschool Convention](#)

## Marketing Materials and Survey

Marketing materials will include the basis starter kit which includes the basics needed. Promotional items can be selected from the available items to accompany each event. Type and quantity will be identified.

Marketing and promotional materials can be requested by completing the [GMCS-Marketing Supplies Request Survey](#).

The following items are recommended for hosting a table at any “marketing” event whether GMCS specific or a general San Bernardino County Event.

***Materials for Hosting a Table:***

Canopy (optional depending on time of year and type of event)  
6-8 Foot Table and 2 chairs  
Granite Mountain Charter School Table Cloth  
Flyers with Program Highlights  
GMCS Marketing Kit

***GMCS Marketing Kits***

***Starter Kit***

Granite Mountain Charter School Table Cloth, Flyer Stand, Pen Container

***Recommended for GMCS Community Events***

***Trailblazer Kit 1-*** 20 flyers, 20 pens + 20 (choose 1 promotional item)

***Trailblazer Kit 2-*** 20 flyers, 20 pens + 20 (choose 2 promotional items )

***Recommended for San Bernardino County Community Events in which we are hosting a table***

***Mountain Top Kit 1-***100 flyers, 100 pens + 50 each (choose 2 promotional items)

***Mountaintop Kit 2-***150 flyers, 100 pens + 50 each (choose 3 promotional items)

***Custom Kit-***Choose your own items

FUTURE THOUGHT \*\*\*GMC Backdrop\*\*\*

## Ideas for Promotional Items for Marketing Events

All items will be printed with GMC Logo or motto:

Drawstring backpacks, pens, pencils, bookmarks, auto decals and magnets, auto bumper stickers,

[GMCS Marketing Spreadsheet](#) -(see marketing products/vendors tab)

# Trailblazer 2020/21 Plan

Current Enrollment: 3300 TK-12th grade students

**Goals for Growth:** Sustain an enrollment of 3500, inclusive of withdrawals and new enrollments

**Budget:** TBD

**Execution Plan:** TBD

**Who, When, What (task):** TBD

**Evaluation:** TBD

<b><i>GMCS Five Year Projected Growth Targets</i></b>				
<b>2019-2020</b>	<b>2020-2021</b>	<b>2021-2022</b>	<b>2022-2023</b>	<b>2023-2024</b>
3300	3400	3600	3800	4000

### Appointment of Interim Positions

It is recommended that the Board of Directors for Granite Mountain Charter School approve the principal's authority to appoint the following interim positions for the duration of the 19-20 school year and begin the hiring process for these positions for the 20-21 school year.

- Chief Human Resources Officer/Chief of Staff
- Chief Business Officer

## Discussion and Potential Action on Key Positions

It is recommended that the Granite Mountain Charter School approve the Executive Director to proceed with the recruitment of the following positions. Final approval of recommended hires including requisite salaries will be presented at the next regularly scheduled board meeting:

- Chief Academic Officer
- Chief Operations Officer
- Chief of Staff
- Chief Business Officer
- Regional Directors
- Director of Vendor Relations
- AD Family Relations and Community Life
- Enrollment Specialists