

ODYSSEY- Governance Council Meeting Agenda

Wednesday, December 5th at 9:00 a.m.

Invited: Mariel Brown, Megan Prellwitz, Herve Some, Tami Schattschneider, Haley Julian, Lindsay Lowe, Mary Whitrock, Rebecca Miller

Location: Ripon District Office Community Room

Motion to begin meeting: Mariel motion, Lindsey 2nd 9:06 meeting began

1. Marketing Overview

a. Newsletters

- i. Smore, bi-weekly
- ii. Please share newsletter with any prospective parents, there is a button on the bottom to sign-up to receive them
- iii. Posted on Twitter, Facebook, District
 1. Google Ad words- search terms- geographical area 40 mile radius--(virtual school, online, funding for home school, support for home school
 2. Creating FB page- Rebecca will connect with Jolene
 3. Key words-
 4. FB Marketing-
 5. Classroom experience- authentic article, explaining what it looks like
 6. Blog posts- vision, training, informational piece to help parents understand, why it's special

Home School Networks- connect with... Fond du Lac, Winnebago area, Mariel share out

b. Brochures

- i. Britnie is working on creating
- ii. Discussion→ How do we want to circulate these?
Mail to local 'student-age' families?
Provide somewhere/event in district?
Provide if parents ask for more info. After receiving a postcard. (Just all things to think about.)

- Postcards- pictures- Mariel, Haley.... Provide picture
 - School adjusts to your life
 - Outside pictures
 - Funding-- include \$
 - Draft wording--

c. Postcards→ mail out to all 'student-aged' families in the district→ bulk Mary to newsletter

d. Flyer- hang up around community, home school organizations- post,

e. Brochure- have available electronically

- f. Signs→ Create & have printed locally to promote Odyssey.
 - g. Billboards→ Looking into....
 - h. Video- post on website..... Parents, gov. Board members, admin., teachers-- student video, company→ Jolene or other...
 - i. parent is child's first teacher, Odyssey allows parent to choose curriculum, build a school that is right for parents and students, support students in the way they learn best, students don't have to wait, students work at their own pace, work through content, with the support of a WI licensed teacher
2. Website- www.odysseyacademyofvirtualllearning.edu
 - a. Britnie will be doing the work on this. We are currently creating the content for the website. We are waiting on the 'process' to be completed through School Messenger.
 3. Educational Tech Support- Riverwood→ [REI Proposal](#)
 - a. Overview of services provided
 - b. Ipad discussion- one per family
 - c. External hard drive- per family, back up
 - d. Riverwood- after 2 year cycle, is there a physical site-drop off?
 4. PALS (pre-K), -- ADAM for Math, DORA- language arts-- online, Beginning & End of Year
 5. Instructional Guide- project ideas for Science & S.S.- ideas (teacher- led project, various options)
 6. Future Agenda Items
 - a. Academic & Career Planning Document→ share draft in January
 - b. Video Clip- content & videotaping
 7. Adjourn
 8. Next meeting: Wednesday, January 9th- 9:00 a.m.