



**Call to order: 5:15 pm**

Present: Tricia Walheim, Robin Wolzenburg, Mr. Wolzenburg, Heather Hadel, Annett Mooney, Paula Hageman, Jean Rigden, and Randy Hatlen, Principal. Randy was in another meeting as well so he was about 20 minutes late.

## **Introductions**

### **Discussion Topics:** ( For clarification the responses in the orange font are from Jesse Schwingle)

- Charter Agreement- Handed-out copies and reviewed board make-up. Will discuss further at next meeting when Lumen staff members are able to be present and everyone has chance to review.
- Perception of Lumen- We discussed ways of changing the image of Lumen and brainstormed ideas
  - RASD Facebook Page- Are we using this platform to advertise? Could we have a spotlight on former Lumen grads- Where are they now?
    - We recently setup a Lumen High School email account with the district, we have created a twitter account and facebook account. We are just getting the ball rollin. With the start of the new semester, we could definitely get the buzz rollin' about what we are doing.
    - I like the idea of a Lumen Spotlight
  - Do we have any data about the number of students that go onto 2 or 4 year college? Possible article for the newspaper.
    - I know we have data on ACT scores, but that is the only true data we have collected. I will do some digging and find out what I can.
    - Be sure to define the success of the school, but what they are doing after school. Example being Makenna Kastenschmidt who is quite successful working for a local cheese factory as a chemical specialist, no after school education.
- Publicity- We discussed ideas about how to get the Lumen brand in the public.
  - Do we have money?
    - Possible Webster Grant for items for marketing
    - 4imprint grants up to \$500 for non-profit goods for marketing- Mr. Wolzenburg
      - Our next meeting I can bring the account information. We have two separate accounts
  - Lumen T-Shirts - Do we still give these out? Do students have a chance to purchase them?
    - We do still have Lumen T-shirts in stock. Setting them out during showcase may not be a bad idea.
  - Sell Lumen items in the School Store- are there only RHS items?
    - This has been a topic of discussion recently.
    - I have discussed with students to use a few options to create their own products to sell. We could create an online "store" on the school website where the students could make a profit, but a certain percentage would go to the school
      - <https://www.spoonflower.com/>

- <https://www.shapeways.com/create>
- <https://sproutpatterns.com/>
- <https://roostery.com/>
- <https://www.redbubble.com/>
- <https://www.teepublic.com/>
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- Have a few Lumen students present their projects at the other Charter School Showcase nights- This is a time when parents are able to see what the high schoolers are doing.
  - **Awesome idea!!!**
- Create a display highlighting Lumen in one of the front display cases- Could then move display to the Public Library?
  - **This would help get the staff more focused on celebrating end products.**
- Be sure RMS career meetings include Lumen as an option- not really emphasized in one parent's experience- more like an afterthought.
  - **I have been working with Jolene Schatzinger a lot this year after hearing that**
- Immediate Ideas- Have a table for parents to join governance counsel at Showcase Night- Jean and Robin are willing to help man the table.
  - Invite Catalyst Students to our Showcase night- especially with the joint projects this quarter.

**Future meeting dates - March 19, 2018**

**May 21, 2018**

**Meeting adjourned: 6:05 pm**

NOTE: This notice may be supplemented with additions to the agenda that come to the attention of the board prior to the meeting. If there are changes, a final agenda will be posted and provided to the media no later than 24 hours prior to the meeting or no later than 2 hours prior to the meeting in the event of an emergency.