



## **Sales & Marketing Task Force Meeting**

Tuesday, December 13, 2016 – 2:00 p.m.

YA Conference Room OR Via Conference Call

**\*\*NEW Dial-in #: 712-770-4160 / Access Code:313508\*\***

### **MEMBERS**

Barbara Coe (Chair)	Belinda Roll	M'lou Walker
Luz Cardenas	Steve Runk	
Marilyn Grounds	Donald Strum	

### **STAFF**

Denyce Mylson	Michele Russo
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### **AGENDA**

1. Roles and Responsibilities of the Sales & Marketing Task Force

**Sales and Marketing Task Force** - *There shall be a Marketing and Sales Task Force that will advise staff and board in establishing marketing and sales plans in support of the mission and the current Strategic Plan. The committee shall review research done by staff and consultants, share case studies from their own experience and that of their peers, reflect current trends in our marketplace and evaluate efficacy of various strategies.*

2. Review and prioritize plan objectives
  - a. Increase number of schools/students served
  - b. Understand and reflect the shifting educational environment
  - c. Refine the business model to support expansion of our market, our mission and the efficacy of the organization.
  - d. Increase our effectiveness in marketing tools and strategies

*(See attached Sales & Marketing Task Force Strategic Plan Objectives FY17)*

3. Schedule future meetings
4. New Business / Other