
CLARKSVILLE COMMUNITY SCHOOL CORPORATION BOARD OF SCHOOL TRUSTEES

MINUTES OF SPECIAL MEETING

Date and time of meeting: February 21, 2018, 4:00 p.m.
Place of meeting: Conference Room 141, Renaissance Academy,
806 Eastern Boulevard, Clarksville, Indiana

Attendance: Ms. Tina Bennett, CCSC Superintendent
Mr. Bill Wilson, Board President
Mr. Justin Hansford, Board Vice President
Ms. April Hauber, Board Secretary
Mr. Jim Payne, Board Member
Ms. Linda Wilson, Board Member
Ms. Holly Rupprecht, Asst. to Superintendent
Mr. Bobby Crane, CCSC Technology Director
Ms. Nikolette Langdon, CCSC Information Specialist
Mr. Mark Palmer, Makespace
Mr. Shawn Walter, Makespace
Mr. Josh Koerber, Makespace
Mr. Andrew Tutt, Makespace

Call to Order

Mr. Wilson called the Special Meeting to order at 4:00 p.m.

Amend and/or Adopt Agenda

Ms. Wilson made a motion to adopt the agenda, as presented. Mr. Payne seconded; the vote was unanimous.

Other

Three personnel items were moved ahead of the marketing presentation. Upon Superintendent Bennett's recommendation, Ms. Hauber made a motion to approve the Personal Report, as presented. Ms. Wilson seconded; the vote was unanimous.

A copy of the Personnel Report will be attached to the official minutes of this meeting.

Marketing Presentation

Superintendent Bennett introduced Mr. Mark Palmer with Makespace. Mr. Palmer said his company has a group of web designers, graphic designers, photographers, programmers and others who all work together as a team for their clients. He noted that previous marketing hasn't brought the enrollment goals that were hoped for at Renaissance Academy. He said, if hired, their focus would be to better convey RA's unique approach to education and to use new digital advertising strategies and branding to increase student enrollment by more than 40 students in the next year. He said a big focus would be on the Clarksville Community Corporation website since it is available 24 hours a day to everyone. He said their work would include a new custom site, staff directory, student spotlight and sizzle reel.

**CLARKSVILLE COMMUNITY SCHOOL CORPORATION
BOARD OF SCHOOL TRUSTEES**

**Special Meeting
February 21, 2018, 4:00 p.m.**

Mr. Shawn Walter with Makespace discussed marketing strategy; including the use of Facebook and Instagram, digital media buying and targeting IP addresses through Geo-Fencing.

Mr. Josh Koerber with Makespace discussed a possible timeline. He said it would begin two to three weeks after contract approval and would continue over a five month period.

The Board made no decisions at this time.

Adjourn

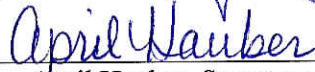
With no further business to discuss, Mr. Wilson adjourned the meeting at 5:43 p.m.



William P. Wilson, President

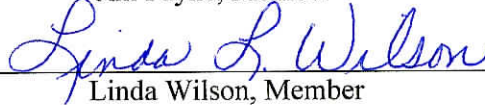


Justin Hansford, Vice President



April Hauber, Secretary

Jim Payne, Member



Linda Wilson, Member

CLARKSVILLE COMMUNITY SCHOOL CORPORATION
BOARD OF SCHOOL TRUSTEES
For February 21, 2018
Board Approved February 21, 2018

ADMINISTRATIVE PERSONNEL REPORT

<u>Name</u>	<u>Appointment Building & Assignments</u>	<u>Effective Date</u>
--------------------	--	------------------------------

No Report

CLARKSVILLE COMMUNITY SCHOOL CORPORATION
BOARD OF SCHOOL TRUSTEES
For February 21, 2018
Board Approved February 21, 2018

CERTIFIED PERSONNEL REPORT

<u>Name</u>	<u>Leave of Absence Building & Assignments</u>	<u>Effective Date</u>
--------------------	---	------------------------------

Laura Elble	CMS/Math Teacher	March 23-May 25, 2018
-------------	------------------	-----------------------

<u>Name</u>	<u>Retirement Building & Assignments</u>	<u>Effective Date</u>
--------------------	---	------------------------------

Pam Cooper	CHS/RA/TAP Master Teacher	May 29, 2018
------------	---------------------------	--------------

CLARKSVILLE COMMUNITY SCHOOL CORPORATION
BOARD OF SCHOOL TRUSTEES
For February 21, 2018
Board Approved February 21, 2018

CLASSIFIED PERSONNEL REPORT

<u>Name</u>	<u>Appointment Building & Assignments</u>	<u>Effective Date</u>
Donna Raymer	CCSC/Substitute Cafeteria Assistant	February 22, 2018

CLARKSVILLE COMMUNITY SCHOOL CORPORATION
BOARD OF SCHOOL TRUSTEES
For February 21, 2018
Board Approved February 21, 2018

EXTRA DUTY AND/OR VOLUNTEER PERSONNEL REPORT

<u>Name</u>	<u>Appointment Building & Assignments</u>	<u>Effective Date</u>
--------------------	--	------------------------------

No Report