



Pioneer High School for the Performing Arts

Director's Report
Wednesday, July 19, 2017

Discussion Summary

- Enrollment
- Marketing
- General Updates
- Policies & Procedures
- Gil's Vacation

**Don't Forget!!
Please note!!**

Enrollment – Returning & New

Grades	9	10	11	12	Total
Registered	17	29	30	44	120

Dance	41
Music	45
Theatre	30

Unknown	4
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Late Breaking News!! Received the registration packet for a 9th grade Theatre student just prior to leaving for board meeting. 121 Students!



Marketing Efforts – Website Update

➤ Task List

- Someone who can collaborate with us to “tell the story” of Pioneer High School – for the home page and short text blurbs
- Someone who can choose brand font with Janice
- Someone who can choose brand colors with Janice
- Someone who can choose website design with Janice
- Someone who can determine what functional elements need to be part of the website



Marketing Efforts – Website Update

➤ Timeline

- Need this person as soon as you are ready to start design work, then throughout the project to give regular feedback. Once we start coding, we will not need them anymore.



Marketing Efforts – Social Media

➤ Task List

- Someone who can approve 3-5 main points we want to make to parents, preferable with context/back-up information to those points
- Review / approve our landing pages
- Review / approve our images for the ads
- List all dance, theater, and music clubs, organizations in the area so we can add them and related organizations as part of our target demographic
- Create an amazing short-term video (2-4 minutes) using the talking points we provided (or your own)
- Create an amazing long-term video once school begins
- Set up the Facebook account with ad-spend capability

Marketing Efforts – Social Media

➤ Timeline

- Need everything EXCEPT videos by end of this week
- Need short-term video by next week
- Need long-term video a few weeks into the school year



General Updates – We Are Lacking

➤ Job Descriptions

- What are responsibilities for each role?
 - ▶ Expected work days?
 - ▶ Expected work hours?
 - ▶ Summer responsibilities?
 - ▶ Professional Development?
- What are qualifications for each role?



Policies & Procedures

Policy
&
Procedure



➤ Update on Policies & Procedures?

➤ Critical Policies

- Use of Restraint
- Corporal Punishment
- Threats (Art X Sec 3; Title 53A-11a-203)
- Parent Education (Art X Sec 3; 53A-15-1302)
- Employee Notice of Liability Coverage (Art X Sec 3, 53A-1a-512)
- Emergency Response Plan (American Fork Police)

What's a
little
adversity!

I didn't like the play,
but then I saw it under
adverse conditions -
the curtain was up.



Groucho Marx
American Comedian

1890 - 1977

QUOTEHD.COM

**Some days
we are
tossed
about . . .
But we are
still afloat!**



Some days the “pucker factor” is just a little higher . . .



Gil will be out on Vacation

**Annual Family
Snowbird Outing
July 31st ~ August 4th**



Thank you for your
support & the
Opportunity to Grow
thru Challenges!

