



# Pioneer High School for the Performing Arts

Director's Report  
Wednesday, August 14<sup>th</sup>, 2017

# Discussion Summary

- Enrollment
- Accreditation Audit
- Marketing
- General Updates
- Policies & Procedures
- Request to Form a Club
- Gil – Out of Office

# Enrollment – Returning & New

Grades	9	10	11	12	Total
Registered	29	36	34	43	142

Dance	49
Music	53
Theatre	38

Unknown	2
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**However . . . .** We may have as many as 10 students who may not attend PHS – back to 132









# Marketing Efforts – Social Media

Ad Set Name	Results	Reach	Cost Per Click	Budget	Amount Spent
Theatre	74	5,891	\$0.95	\$250.00	\$70.05
Music	66	7,315	\$0.93	\$250.00	\$61.12
Dance	71	6,383	\$0.82	\$250.00	\$58.48
<b>Totals</b>	211	14,737	\$0.90		\$189.65

# Marketing Efforts – Social Media

## ➤ Campaign Update

- 211 clicks from ad to the website
- Next step is to focus on tweaks to landing page
  - Goal is to increase conversions
- Recommended cost per click for target audience is nearly \$2.00



# Marketing Efforts – Social Media

- Campaign Update
  - ▶ Average cost of \$0.90 shows Facebook considers our ad to be quality & good
- Added several links to direct users straight to the Enrollment page and form

# Marketing Efforts – Parent Meetings

- ▶ Three more informational meetings scheduled
  - ▶ Caleb's SoundHouse ~ 6:30 – 8:30 pm
    - ▶ Thursday, August 17<sup>th</sup>
    - ▶ Tuesday, August 22<sup>nd</sup>
    - ▶ Wednesday, September 6<sup>th</sup>

# Policies & Procedures

Policy  
&  
Procedure



## ➤ Critical Policies

- Student Handbook (handing out at registration)
- 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)
- Children's Internet Protection Act, Form 479

# Fashion Club . . .

- ▶ **12 Grader ~ New Student to PHS**
  - ▶ **Would like to start a Fashion Club**
  - ▶ **She will do all the recruiting and marketing**
  - ▶ **Requires a teacher as staff supervisor**
  - ▶ **Requirement for Hailey to qualify for a \$2,000/year scholarship**

Board amenable to allow clubs. Specified a minimum membership number of five students to create a club; club must find their own staff advisor, who will serve as a volunteer. Board would like to look at club policies from other schools, as a template for our own.



# Gil – Out of Office

- **September 1<sup>st</sup> ~ 4<sup>th</sup>**
  - ▶ **Only missed day is Friday, August 31<sup>st</sup>**
- **November 16<sup>th</sup> ~ 21<sup>st</sup>**
  - ▶ **3 missed days**

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

