

# MINUTES

## University Park CSC

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*Date | time* 10/13/2015 4:15 PM | *Meeting called to order by* Jakob Holm

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### In Attendance

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Grant Varveris (Principal), Jakob Holm (CSC Chair & Parent), Jen Frenkel (PTA President & Parent), Elizabeth Reynolds (Teacher), Cara Havenar (Teacher), Sarah Nakashima (Teacher), Mindy Ostrom (Teacher), Candace Kristensson (Parent), Amy Homburger (Parent),

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### Jakob Holm – CSC Chair Update

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This meeting will be a working session on the Student & Parent Handbook and the CSC will complete the handbook in upcoming meetings.

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### Grant Varveris – Principal Update

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- Grant prepares a Principal Update for each CSC meeting. He will send it out beforehand so that CSC members can review beforehand.
  - [Click here for a copy of the Principal Update](#). A couple of highlights for this month include:
    - UPark is fully staffed ☺
    - [Click here for a copy of the Marketing Proposal](#)
      - No SPF (School Performance Framework) this year. Can we find out results of parent survey?
      - Each grade is ≈ 70-75% neighborhood students. Free & reduced lunch is ≈ 25-30% per grade level.
      - Postcards will be mailed to families with children within the school boundaries one time. UPark is not trying to recruit families in neighboring school boundaries.
      - UPCC sends out a welcome basket to new families which includes a note from the UPark PTA.
      - School signs in yards and UPark magnets are showing up everywhere. Yay!
      - The school marquee on the north lawn is a great way to communicate with neighbors.
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### General Meeting

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The remainder of this meeting was used to revise the Student & Parent Handbook. *Special thanks to Sarah Nakashima for handling edits during this session using Google Docs and the classroom Promethean Board.*

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## Snack Schedule

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- 11/10/15 – Cara Havenar
- 12/8/15 – Sarah Nakashima
- 1/12/15 – Elizabeth Reynolds
- 2/9/15 – Candace Kristensson
- 3/8/15 – Amy Homburger
- 4/12/15 – Jakob Holm
- 5/10/15 – Grant Varveris

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## Next Meeting

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- November 10, 2015 at 4:15 in the UPark Library or Room 203 (location subject to change)



2300 S. Saint Paul St  
Denver, CO 80210  
P| 720 424 3410  
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uparkelementary.org



## Principal Update for PTA/CSC –

### October

Grant's focus for the 15-16 school year

1. Getting to know every student
2. Building great teams
3. Continuing to improve communication

#### Instruction

1. Guided reading continues to be our focus for literacy.
  - a. Corri and I spend time with all homeroom teachers each week planning, looking at student work, and going over best practices for guided reading. Corri will present at the PTA meeting.
2. Tech use in the classroom (5th grade teachers will present at the PTA meeting)

#### Human Resources and Strategies

1. We are fully staffed 😊.

#### Community

1. The newsletter from homeroom teachers is going well. Teachers are sending home bi-monthly newsletters (1<sup>st</sup> and 3<sup>rd</sup> Thursday of each month).
2. Marketing strategy (shared at meeting)
3. Fun run and Carnival was a HUGE success – thank you

#### Organizational

1. Construction begins on Oct 19<sup>th</sup> and will run for a few months

#### Equity/Voice

1. NC/KC (Jesse will present at the PTA meeting)
2. The CSC will be working on the student/family handbook for the next several months.

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August and September

# University Park Elementary

School Principal: Grant Varveris | grant\_varveris@dpsk12.org | O 720-424-3412

Marketing Specialist: Brittany Burton | brittany\_burton@dpsk12.org | O 720-423-3453 | C 720-315-1119

## PHASE ONE - October to January 2016 (SchoolChoice season)

### Photography

- Two-hour professional photo shoot to capture school programming as well as student and teacher photography for use in marketing materials and on the website; scheduled for Oct. 9, 2015

### Community Postcard

- Postcard outreach to families living within UPark boundary, 9" x 6" postcard on 100# laser paper
- Update text and photography of existing postcard design

### Internal Decals

- Four Phototex adhesive fabric, repositionable decals, two logos and two values decals
- 8' diameter, cut to shape (circle)

### Foam Core Photography

- Photography printed on semi-gloss paper mounted on foam core board to hang in hallways, size and number of photos TBD

### Video

- Explore opportunities for professional videographer to create a marketing video and/or virtual tour video for use in recruitment

### UPark swag

- Explore opportunities for UPark swag including wristbands, stickers and fake tattoos

### Staff Gift

- Explore opportunities for staff gift including koozies, stocking caps and other unique gifts

## PHASE TWO - Feb. 2016 to June 2016 (End of school year)

### Marketing and Communications Strategy Consultation

- Brittany and school leaders at UPark to reconnect to discuss any additional collateral development, community partnership, enrollment and recruitment, and family engagement needs
- Brittany will develop a Phase Two Marketing Proposal to support these needs



Marketing & Digital Communications

Marketing Proposal