



## MINUTES

### **Land of Sky P20 Council: Executive Committee**

August 12, 2024: 11am

Location: Zoom

#### **Present:**

Dr. Gene Loflin, Emily Martin, Emily Nicholson, Dr. Tracy Parkinson, (Staff), Katlen Smith (Staff), Melissa Zenz (Staff) Tara Conrad (VP of Comm & Technical College with College App), Jack MacKenzie (Founder of CollegeApp)

- Mrs Nicholson started the meeting and introduced Jack MacKenzie, the founder of CollegeApp.
- Jack MacKenzie provided a brief history of CollegeApp, then introduced Tara Conrad who shared her screen to start their presentation. Ms. Conrad began showing a sample of their database that could be used to target and recruit adult learners to post secondary institutions. Their software is very customizable from ESL, educational attainment, length of residency in our area, age, estimated household income, to other various filter options. There is a fee to access their database for one year which includes direct support from CollegeApp staff to best utilize the platform specific to one's goals.
- Mrs. Nicholson thanked them for coming and continued the meeting with the Executive Committee and P20 Staff only.
- The discussion went on to discuss if a membership to the CollegeApp database for P20 would be helpful internally, as the login would not be able to be shared with other organizations.
- Mrs. Nicholson updated the council on CFA. CFA's next step is to interview the P20 current members, original members and other stakeholders. Mrs. Nicholson asked CFA to send her the specific questions and communication outline prior to conducting the interviews. Mrs. Nicholson thinks it would be helpful for the Executive Committee to take a look over this plan prior to it going out. Access to these assets for review can be found [here](#). Mrs. Nicholson asked if any changes should be made, none were given.
- Mrs. Nicholson moved on to the August 16th Q3 meeting, which will be held online. There will be 3 breakout rooms, each led by a different Executive Committee member to facilitate the questions as outlined in the [agenda](#).

- Mrs. Nicholson updated the attendees on new funding initiatives and grant applications submitted.
- It was asked if Dr. Lofflin if he thinks the CollegeApp database would be helpful to discuss with the various post secondary institutions and get feedback on. Dr. Lofflin is concerned about the different goals of each institution and their proprietary marketing plans.
- Dr. Lofflin asked for an update on council membership and attendance. Mrs. Nicholson shared that the two members who had previously not been participating have been removed and informed.
- Mrs. Nicholson thanked the attendees and adjourned the meeting.

Next Meeting: Sept 9, 2024 @ 11am