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in your life?*

**TAKE A
COURSE!**

Newsletter for the Community Schools of Prince Edward Island
Making Island Communities Stronger

May 2017

School Visits ...

The last school closing I was able to attend this year was to **Kensington School**. The choir sang as people entered the hall and prepared for supper. An excellent meal was served and the after-dinner entertainment was top-notch.



The ukulele class performs a few tunes.



Leatherworks projects from Kensington CS

On April 7th and 8th Community School ran our **Spring Workshop** at the Causeway Bay Hotel in Summerside.



Louis Ellsworth was presented with a certificate of appreciation for 45 years of dedicated service to the Community School Association



Community School Association Board members: Alfred Bridges, Eileen Higginbotham, Lori Coffin, Barb MacFarlane, Kathleen Koughan, Patti Richard, Blair Strongman, Roger Kelly

During the Spring Workshop we introduced the Board, reviewed the role of the Association and welcomed five new members. We also had an in-depth discussion about advertising strategies for this coming Fall session.

Community School Association FAQ's

Community School Association Treasurer, Blair Strongman ran a general information session reviewing the role that the Community School Association plays in the administrative life of each school. People were encouraged to comment and to ask questions ... this workshop was very well received and will be extended into future workshops.

In review; the Community School Association receives funding from the Ministry of Workforce and Advanced



Provincial Coordinator, Shelley Montreuil, did an impromptu performance after supper with her group, the **Fluffy Little Cowboys**. With **Keelin Wedge** on fiddle and **Maureen Adams** on bass. Shelley played both guitar and banjo & the music was very well received.

... 2 for 1 Tickets ...

Community School members are invited to see the Fluffy Little Cowboys perform in **Summerside** on **Saturday, May 13th at 7:30 pm** at **Centre Belle Alliance** as part of May Run Festival's Music Mosaic concert.

Tickets are 2 for 1 for the first 40 pairs sold
(regular price \$19.95 each)

Call Ticketmaster: **1-866-350-9686**

Or go online at: **www.bit.ly/2nqizGY**

and use promo code: **MR2017**

Offer ends Friday, May 12th at 5:00pm

Learning. These funds pay for our Coordinator who ensures that everything runs smoothly and it also contributes to the insurance policy we maintain on all of our schools. As well, it helps us to pay for special events like our Fall and Spring workshops.

However, we do not receive enough funds from the Ministry to cover all of our costs including the bi-annual advertising blitz we do to promote each school session. Schools are asked to keep track of how many students attend their schools each year and to remit a small fee of \$5 per student to the Association to help with all of the above costs (insurance, advertising, events ...).

It was also noted that, while the Schools pay \$15 per person attending the Spring and Fall Workshops, it is the Association that covers most of the cost of lodging & food for those who stay overnight at a cost of approximately \$100 per room plus meals. When members register for these events and then do not attend the Association is still required to pay for the rooms that have been booked. Committee members are asked to consider this expense when booking their members into these Association Workshops and to work hard to ensure that those who are registered do attend the event.

Comprehensive Advertising Strategy

Bluefield school shared some of their successful new outreach strategies including:

Creation of a Facebook page featuring weekly posts, class announcements, schedules, stats & featured classes. They shared that this helps them reach out to a new generation and to share the administrative load across the committee because everybody can help with posting and managing the page. They also shared that facebook has affordable, targeted advertising opportunities which make reaching out to new members much easier.

As a result of their efforts, Bluefield increased their attendance by 40% this year.

Next, we brainstormed existing and new methods of getting information out across the Island. An extensive list of advertising opportunities was created with a general focus on the idea that we should create and distribute posters before the Fall sessions to alert communities that school will be starting soon, where they will be and what they will offer. The details are still being worked out.