

THE EDGE SCHOOL INC., EDGE HIGH SCHOOL
2555 East 1st Street Tucson AZ 85716
Enrollment Committee Meeting Minutes
September 10th, 2026

DRAFT!

Agenda item	Discussion
Call to order	Heather Vené called the meeting to order at 1:00 pm. <u>Committee Members</u> Present (virtual): • Heather Vené • Steve Witthoeft • Matthew Palmer • Calypso Upham Absent: • Reginald Laister • Heather Robey Also present (virtual): • Rob Pecharich - Executive Director & District Principal • Dave Thatcher – Principal Edge NW
Agenda: Review progress on previously assigned tasks; Determine and record task next steps, task owner(s), and follow up timeline	Reviewed spreadsheet with Enrollment Committee tasks • Current enrollment is between 155-160, 17% distance learners • Edge sees an increase in enrollment in October as students at traditional schools get report cards and want to make a change • Trivia - 6 tables still need to be sold • TikTok competition - no updates • Neighborhood ads in Garden District, Sam Hughes, and Palo Verde • HV and CU have access to student footage
Agenda: Discuss new ideas/strategies	• Potential highlights for student recruitment: ◦ Sky School will start in 2nd Q, may be worth highlighting ◦ Coaching • Festival of Books not worth the money for the booth
Agenda: Discuss potential new committee members	• Tucson Volunteer site
Public Comment	No Comment.
Adjourn	Meeting adjourned at 1:51 pm.

Next committee meeting scheduled: September 24th, 2026 at 1:00 pm

Enrollment Committee minutes respectfully submitted by Anne Ortiz
Approved on:_____ by Edge Board