



Spero Academy Marketing Meeting Agenda

Friday April 10, 2020 via zoom:

<https://us04web.zoom.us/j/637052900?pwd=aU1OUg5oTEE4UGlha0dpNjdoaGdVQT09>

Date: 3.13.20	Purpose: to review committee items
Present:	Diane James, Edi Becerra, Katie Kammerude, Devin Taylor, Erin Giebink, Emily Barbero, Shannan Paul
Absent:	
Guests:	

- Items in red are answers or new items to be discussed.

Agenda Topics

Topic	Discussion	Next Steps
Social Media Presence	<ul style="list-style-type: none"> • Devin Update/Discussion • Blog • Facebook numbers • Comparison pages 	<ul style="list-style-type: none"> -teachers are busy and not able to help -KRK take a look -What set up looks like for parents that are homeschooling - if people are willing to showcase what that looks like -Maybe teachers can share youtube videos - if they are comfortable - Highlights staff - KRK reach out to staff -PTG - maybe they can share set ups -Erica art blog -para next blog -Continue to build community -Call to actions on posts.
Information Sessions	NA	
Employment Growth	JF	<ul style="list-style-type: none"> -Julian could reach out to families for the testimonial videos. -send an email to families?

Budget		<p>Diane working on this, done by tuesday.</p> <p>Start thinking about what we want to spend next year.</p> <p>-adding a referral bonus 60 days.</p> <p>2020-2021 Budget</p>
Misc.	Fraser walk?	-postponed but we havent payed
Board Connections	Share at board meeting:	<p>-pivoting content but still highlighting staff</p> <p>-working on the budget</p>
End of Meeting		