



**Spero Academy Marketing Meeting Agenda**  
**Friday February 19, 2020 3:45pm-4:45pm**

<b>Date:</b> 1.10.2020	<b>Purpose:</b> to review committee items
<b>Present:</b>	Diane James, Edi Becerra, Katie Kammerude, Devin Taylor, Erin Giebink, Shannan Paul, Emily Barbero
<b>Absent:</b>	
<b>Guests:</b>	

- 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"> <li>• Devin Update/Discussion</li> <li>• Facebook numbers</li> <li>• Comparison pages</li> <li>• Blog</li> <li>• Polar plunge</li> <li>• Application deadline</li> <li>• Para mentor bios for website - KRK can send an email soliciting these</li> </ul>	<p>-2nd Part Blog post is in review (DT - check with Kelly.</p> <p>-what is the minimum buy for FB ads? Should promote blog posts so we can continue as a thought leader.</p> <p>-Another FB post - bc donations</p> <p>-Edi will send a mailchimp</p> <p>-One more FB post about the deadline.</p> <p>-Assistant teacher and para mentor bios - KRK will send an email soliciting these</p>
Information Sessions	Session update	<p>-1 more for the school year</p> <p>-KG open house - April 24th</p>

Employment Growth	<p>Review proposal</p> <p>Recruitment fair - Diane</p>	<p>-Approved, KRK will send Chipp the proposal for board materials.</p> <p>-Sign and send back and we will schedule a meeting with Julian.</p> <p>-push back to the fall</p> <p>-Contact list together between now and the end of June.</p> <p>-K.Tiedemann - suggested the Minneapolis Career Fair - 4/2 Diane will price this out and there are more throughout the year.</p>
Budget		
Misc.	<p>Strategic Plan Update to Board Community Fair</p> <p>Spero pronunciation</p> <p>Fraser walk</p>	<p>PTG may take on the idea about the community fair with support from the marketing team.</p> <p>Blog post?</p> <p>Diane and Edi will register KRK will email para mentors</p>
Board Connections	Share at board meeting:	-Share the proposal with Chipp for the board
End of Meeting		