



Spero Academy Marketing Meeting Agenda
Friday January 10, 2020 11:00am-12:00pm

Date: 1.10.2020	Purpose: to review committee items
Present:	Diane James, Edi Becerra, Katie Kammerude, Devin Taylor, Erin Giebink
Absent:	Shannan Paul, Emily Barbero
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 • Facebook numbers • Comparison pages • Blog • Parent video • Website <ul style="list-style-type: none"> ◦ Para bios ◦ Parent testimonials • Polar Plunge - 2/28/2020 	<p>-Sample blog post into a real post. Wellness policy review and wellness committee assessment. Social media to increase attendance to triennial meeting.</p> <p>-Facebook PTG Emily Barbero connect with Devin, two sets of eyes on posts.</p> <p>-1st wednesday of every month at 6:00 = PTG meeting</p> <p>-Polar Plunge - 2/28/2020 - Maggie M. (tall Maggie) Reach out to her and ask her what she wants on Social for this - google drive doc for sign up. Staff building event? Or whole community</p> <p>-Key terms: special education school</p> <p>-Revisit "special education page" this summer</p> <p>-para bios - no - Para mentors only</p> <p>-RFP posting today, Diane meeting with AJ about refreshing the informational video.</p>

		-minute by minute review of video Diane will send out a calendar invite.
Information Sessions	Update	-Sessions continuing -Continue for next year
Employment Video	Send out RFP Swag Update - staff response?	-Sent out today -
Job Fairs	Update	-Spero Academy Job Fair - Information to go out to schools to get information out, snacks, workshops - learning what it is like to work in special education. Think of a name for our fair. -Other job fairs not worth the time/effort/money (very few responses - last one = 1 response)
Budget		
Misc.	Strategic Plan Update to Board	
Board Connections	Share at board meeting:	RFP = employment videos, testimonials and picture refresh. Picture library.
End of Meeting		