



Spero Academy Marketing Meeting Agenda
Friday March 13, 2020 3:45pm-4:45pm

Date: 3.13.20	Purpose: to review committee items
Present:	Diane James, Edi Becerra, Katie Kammerude, Devin Taylor, Erin Giebink, Emily Barbero
Absent:	Shannan Paul
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 • Para mentor bios for website - KRK can send an email soliciting these 	<p>-talk to Diane about Spero name for blog post.</p> <p>-Have some of these, still getting them. -KRK harass teachers that are not updated.</p>
Information Sessions	Session update	1 on march 27th, last one until fall. Accepted students can visit on an individual basis upon request
Employment Growth	JF update	-admin met with him last friday, contract signed. Work on, staff recruitment video, 1 long one and 1 short spot - 30 sec. -parent and student video -5-6 families will be invited to talk about their experiences here at spero. - new photos and assets for the website and social media. -photo refresh on

	Recruitment fair - Diane	<p>the website. -para mentor group - orientation video.</p> <p>-push back to the fall -Contact list together between now and the end of June. -KRK send out email asking for contacts -people can shadow for a day (slps, ots, teachers, paras)</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		<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>
Misc.	<p>Strategic Plan Update to Board</p> <p>Fraser walk - Planning underway</p> <p>Applications - 174 28 letters sent out.</p>	<p>-employment recruitment is ramped- julian. Blog is going well.</p> <p>-Diane reserved the table, spreadsheet is done. Para mentors Send to board and committee members.</p> <p>-Analytics on what words are common for hiring paraprofessionals, basic data. -Emily will try to find this information</p> <p>-only said yes to 6% of the 174 letters. Second lottery is march 18th.</p>
Board Connections	Share at board meeting:	
End of Meeting		