



Spero Academy Marketing Meeting Agenda
Friday November 8, 2019 11:00am-12:00pm

Date: 11.08.2019	Purpose: to review committee items
Present:	Katie Rose, Shannan, Diane, Edi, Devin, Erin
Absent:	
Guests:	

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

Agenda Topics

Topic	Discussion	Next Steps
Give to The Max Day	Email blasts - 1-3	<p>Pictures, link on FB posts 1-3 email blasts</p> <p>Erin update the give to the max landing page Devin help with wording on this see: Spero Story</p> <p>Add Curriculum, Media Center, and something else as “featured” projects.</p>
Julian Portfolio	Look at this	RFP and open up bids. SEO is NOT a priority
2018-2019 Literacy & Math results	Katie Rose: Slideshow presentation Leverage these in marketing?	Use the data to show we support
Information Video: Update	<p>Diane: Discuss using AJ & Cooper</p> <p>Staffing video</p> <p>Parent video</p>	<p>Information video - needs to be tweaked - reach out to them to see if they can come and do some tweaks. Reshoot so that there arent specific staff for things like PE (etc.)</p> <p>DUE MAY 1st for staffing fair</p> <p>Staffing piece of that and a seperate promotional video - emotional</p>

Blog Review	Devin: Update	Students writing a post? - we should figure this out. Talk to Kelly about the legality of identifying students who write (protect Intellectual Property). Para mentor photo - Erin
Website	Website updates	Mission/Vision Tab Add the history blog to its own tab under about us.
New Swag	Edi: Swag Show & cost	:) Edi's the best
Budget	Social Media Ads -\$50-75 - did we start this	Put an ad on the posts about staff (para mentor blog). Shannan will help us with the ads
School hiring Fair at Spero	Diane: set a date	First one ourselves, a few hours. Tour, teacher panel, para mentor panels Market it to people who are looking to go into special education. See what a career in special education looks like, share with partner schools (bethel, UST etc.) Later; schools or other related service providers Friday in May 15- 10-1 - KRK check with the sped department Pre-register for a swag bag School contacts: erin - U of M Kammerude - UST Chipp - Bethel Capella - Diane Alex - Hamline Shannan - metro state Augsburg - Edi UMD - Ruprecht (Kammerude check with her) Davonte - Matt? - Eau Claire - Erin Miller - ?
Misc.	Kammerude and Erin figure out instagram	

	Brand packet	Erin to resend this out to all staff
End of Meeting		