



**Spero Academy Marketing Meeting Agenda**  
**Friday October 11, 2019 11:00am-12:00pm**

<b>Date:</b> 10.11.2019	<b>Purpose:</b> to review committee items
<b>Present:</b>	Diane James, Edi Becerra, Katie Kammerude, Devin Taylor
<b>Absent:</b>	Shannan Paul, Erin Giebink
<b>Guests:</b>	Julian and Rachel Flores

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

**Agenda Topics**

Topic	Discussion	Next Steps
New Format	New agenda format based on the strategic plan. All columns under "topic" are SP Marketing Items	New format looks great
Julian Portfolio	<a href="#">Click here to review portfolio</a> Looking at additional video's: Welcome video to new families, student testimonials, parent testimonials, general event specific video's, smaller info video for web page, staff recruitment, new batch of photos for the web page	Have Julian submit a proposal
Social Media Presence	Facebook numbers Comparison pages Blog Instagram and linkedin	Link the blog to FB More content Blog is up, Devin will post to FB  Verify Instagram access Set up "Link Tree" (Erin)  Linkedin -recruitment of employment (Erin & Rachel)  Social media advertising - look at cost or retargeting ads (\$50-\$75 Month)

Information Sessions	Going great! Have 2 evening ones schedule	Continue with Sessions Need SWAG!
Employment Video	RFP for employment video....Diane? Julian Discussion	
Job Fairs		Have a saturday where people can come here and interview here, bring resume, spero job fair... 2-3 other schools that might want to do this.
Budget	Social Media Ads -\$50-75	Notes: Retargeting ads - set up groups that have watched your videos and it will target those people. If you are an organization it is harder to get into people's news feeds. Engagement will bump it, shares, likes, comments.  Kammerude - at next staff meeting, tell staff to like and share our FB page and posts.
Misc.	Website Calendar	Calendar on website - Rachel, Erin, Edi, Diane figure this out.
Board Connections	Share at board meeting:	Share next steps - Diane will talk to Shannan
End of Meeting		