



Spero Academy Marketing Meeting Agenda
September 13, 2019
11:00am-12:00pm

Date: 8.9.2019	Purpose: to review committee items
Present:	Diane James, Edi Becerra, Erin Giebink, Shannan Paul, Devin Taylor, Katie Rose Kammerude
Absent:	
Guests:	

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

Agenda Topics

Topic	Discussion	Next Steps
Strategic Plan	<p>View updated DRAFT strategic plan: https://docs.google.com/document/d/1mSsu8HnAAYLU1lTofPz2IFFcKG7K1gUKktUrRzA4bEc/edit?ts=5d78f5a6</p> <p>Decide on what action items belong to this committee. Discuss the relation of strategic plan to our mission and vision.</p> <p>New meeting format after strategic plan is "finalized".</p>	Done - added things
Social Media Marketing	<p>Post schedule</p> <p>Draft blog post</p> <p>Insights review</p> <p>Budget</p>	<p>Showcase early childhood starting in November. Share a link for information meeting (Diane will share that with Devin).</p> <p>More information about charter - noreen and chris bentley and incoming families wrote the charter for the school.</p> <p>Maybe add to the About Us Kammerude - how to find time of day with most active users/likes etc.</p> <p>Recruitment, boost posts on indeed which is reimbursable and Diane and is going to take \$5000 from social media and assigning it to this.</p>
Board Connections/	Added our stuff to the strategic plan	

What to Share at Meeting		
End of Meeting		