



## Spero Academy Marketing Meeting Agenda

Friday, April 9, 2021 via zoom:

Join Zoom Meeting

<https://us04web.zoom.us/j/637052900?pwd=aU10UG5oTEE4UGlha0dpNjdoGdVQT09>

|                  |   |
|------------------|---|
| Date: 04/09/2021 | Purpose: to review committee items                      |
| Present:         | Katie Rose, DaVonte, Edi, Devin, Rachel, Diane, Shannan |
| Absent:          | Shannon   |
| 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"> <li>• Devin Update/Discussion</li> <li>• Facebook numbers</li> <li>• Instagram info</li> </ul> | <p>#'s about the same; voice a little less professional? FB doesn't boost if you don't pay. KRK will look into cost</p> <p>Devin - post on FB to remind people of insta</p> <p>Curated intsa feeds</p> |
| Information Sessions  | <ul style="list-style-type: none"> <li>• Update the info session video</li> <li>• Information sessions -</li> </ul>               | <ul style="list-style-type: none"> <li>• Still waiting on raw video file</li> <li>• Susan working on script</li> <li>• Resuming to all interested families 04/23</li> </ul>                            |
| Employment Growth     | <ul style="list-style-type: none"> <li>• Recruitment fair</li> </ul>  | <ul style="list-style-type: none"> <li>• Postponed</li> <li>• Focus on a referral program(possibly add to later revised budget).</li> </ul>  |
| Website               | Photos  |  |

|                   |                         |  |
|-------------------|-------------------------|--|
| Budget            | Look at Budget          | <ul style="list-style-type: none"> <li>• FB/IG ads?</li> <li>• Photo training/tutorial with Julian - poy Julian for training he is doing.</li> </ul> |
| Misc.             | Replication thoughts    | <ul style="list-style-type: none"> <li>• Carefully market ... don't want a huge numbers ... watch sped pieces</li> </ul>                             |
| Board Connections | Share at board meeting: | <ul style="list-style-type: none"> <li>• Referral</li> <li>• Marketing for expansion</li> </ul>  |
| End of Meeting    |                         |  |