



Spero Academy Marketing Meeting Agenda

Friday, December 11, 2020 via zoom:

Join Zoom Meeting

<https://zoom.us/j/95632949393?pwd=dmVaRnEvUW5BNWszYXQvQUgyVUwxQT09>

Date: 12.11..2020	Purpose: to review committee items
Present:	Diane Pagal, Devin Taylor, Rachel Flores, Edi Becerra
Absent:	Katie Rose Kammerude, Shannon 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 • Facebook numbers • Instagram info 	<p>Share Larissa links, Look for something that is positive.</p> <p>Instagram - Katie, Devin and Edi meet next week to go over FB page linking to Instagram. -set up a date with KRK</p> <p>Still on the books, meet before the board meeting</p>
Information Sessions	<ul style="list-style-type: none"> • Virtual Tour Video - Update • Information sessions - update 	<p>Schedule Zoom information sessions. Every other week in Jan and Feb.</p> <p>Use Eventbrite to register for an info session. (Test)</p>
Employment Growth	<ul style="list-style-type: none"> • Recruitment fair 	<p>Organize a virtual recruitment fair?</p> <p>Message - how are we weathering uncertainty?</p>

		<p>Panels Rachel compiles a list of schools to contact. Community colleges -</p> <p>Pick a date: Jan - get information out for a date in spring. 3 45 minute panels - 12-3? (or whatever) - target different groups. Record for those that can't make it. Eventbrite? Katie Rose organize the panels. Paras, teachers, admin, health services etc.</p> <p>Jan Meeting - Start thinking of script, plan, virtual flyers. Ask staff to share educational stories. And looking for ppl to be on the panels.</p> <p>Virtual experiences for signing up incentive. Virtual scavenger hunt....</p> <p>Contact other schools for recruitment fairs we can attend</p>
Budget		Diane add new link
Misc.	<ul style="list-style-type: none"> • School newsletter • Give to the Max Day 	<p>Diane work on email to send out to families over holidays</p> <p>Give MN Day: FUN Materials for DL Digital Materials: Boom cards, activities on TPT (talk to Susan Scheller about costs & ideas)</p>
Board Connections	Share at board meeting:	Recruitment fair, Zoom info meetings and social media.
End of Meeting		