



Spero Academy Marketing Meeting Agenda  
Friday, February 12, 2021 via zoom:

Join Zoom Meeting

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

Date: 02/12/2020	Purpose: to review committee items
Present:	Diane, Katie Rose, DaVonte, Edi, Devin, Rachel, Shannan
Absent:	
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>Post on other group pages:</p> <ul style="list-style-type: none"> <li>• We love NE</li> <li>• Autism Parent Support group</li> <li>• Check other sites to join</li> </ul> <p>Posts:</p> <ul style="list-style-type: none"> <li>• Soup fundraiser</li> <li>• Polar plunge</li> </ul>
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>• Julian is contracted to do this</li> <li>• Schedule meeting to go through the video</li> </ul> <p>24 attendees so far</p>
Employment Growth	<ul style="list-style-type: none"> <li>• <b>EDUCATE MN PROFESSIONAL EDUCATOR JOB FAIR</b></li> </ul>	<p><b>Wednesday February 24, 2021 // 2 p.m - 6 p.m.</b></p> <p><a href="#">Check out the full list of participants and register by clicking here.</a></p> <p>Diane - 2-3 and 5-6</p>

	<ul style="list-style-type: none"><li>● Recruitment fair</li></ul>	<p>Davonte and Kammerude - 4-5</p> <p>Organize a virtual recruitment fair? Message - how are we weathering uncertainty? Panels <u>Rachel &amp; Lindsay: compiles a list of schools to contact.</u> Community colleges -</p> <p>Pick a date: Friday, April 9, 2021 Pick a time: 10am - 11:30am</p> <ul style="list-style-type: none"><li>● Welcome</li><li>● Overview (Benefits, etc)</li><li>● Parent Panel</li><li>● Panels:<ul style="list-style-type: none"><li>○ Teacher</li><li>○ Paras</li><li>○ Therapists</li></ul></li><li>● Video Clips (tiktok STYLE) from students - demo the cuteness (grade level, asr, pls) &amp; paras maybe</li><li>● Record for those that can't make it.</li></ul> <p>Rachel: Eventbrite</p> <p><u>Katie Rose and Davonte organize the panels - bring suggested panel to Feb meeting - OOPS will do for march meeting</u> Paras, teachers, admin, health services etc. 3 45 minute panels - 12-3? (or whatever) - target different groups. Ask staff to share educational stories. And looking for ppl to be on the panels.</p> <p><u>Devin, Rachel and Diane: Flyer-complete by March marketing meeting</u></p> <p><u>Edi: Contact other schools for recruitment fairs we can attend</u></p>
Budget		

Misc.	Quarterly report	Katie and Devin will work on this. Due date????
Board Connections	Share at board meeting:	Update: info sessions, career fair, employment fair, marketing plan.
End of Meeting		