



Spero Academy Marketing Meeting Agenda

Friday, January 8, 2021 via zoom:

Join Zoom Meeting

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

Date: 01/08/2021	Purpose: to review committee items
Present:	Katie Rose Kammer, Shannan Paul, Rachel Flores, Edi Becerra, Devin Taylor, and Diane Pangal
Absent:	Davonte Robertson
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>Enrollment posts - need to push</p> <p>Post on other group pages:</p> <ul style="list-style-type: none">• We love NE• Autism Parent Support group• Rachel checking other sites• Katie Rose finding last years post <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>N/A</p> <p>EventBrite group: 2 in January & 2</p>

		<p>in February</p> <p>https://speroinformationssession.eventbrite.com</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</p> <p>Rachel & Lindsay: compiles a <u>list of schools to contact</u>.</p> <p>Community colleges -</p> <p>Pick a date: Friday, April 9, 2021</p> <p>Pick a time: 10am - 11:30am</p> <ul style="list-style-type: none"> ● Welcome ● Overview (Benefits, ect) ● Parent Panel ● Panels: <ul style="list-style-type: none"> ○ Teacher ○ Paras ○ Therapists <p>Jan - get information out for a date in spring. 3 45 minute panels - 12-3? (or whatever) - target different groups.</p> <p>Record for those that can't make it.</p> <p>Rachel: Eventbrite</p> <p>Katie Rose and Davonte organize the panels - bring suggested panel to Feb meeting</p> <p>Paras, teachers, admin, health services etc.</p> <p>Flyer: Devin, Rachel and Diane; complete by Feb marketing meeting</p> <p>Jan Meeting - Start thinking of script, plan, virtual flyers.</p> <p>Ask staff to share educational stories. And looking for ppl to be on the panels.</p> <p>Virtual experiences for signing up incentive.</p> <p>Virtual scavenger hunt.....</p>

		Edi: Contact other schools for recruitment fairs we can attend
Budget		
Misc.	<ul style="list-style-type: none"> • School newsletter • Parent and Employee portal • Sped Task force 	<p>Duplicated content</p> <ul style="list-style-type: none"> • Parent portal page on website <ul style="list-style-type: none"> ◦ Survey to families about what they would like to see in a parent portal • Newsletter to teacher; get to teachers to share on SeeSaw • Still use MailChimp for Alumni <ul style="list-style-type: none"> • Email families for testimonials for brief statement about how their students special ed needs were better served by being in a charter school please forward to me.
Board Connections	Share at board meeting:	Virtual Recruitment Fair, Information Session, Family and Staff portals
End of Meeting		