



Spero Academy Marketing Meeting Agenda

Friday, July 9, 2021 via zoom:

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<https://zoom.us/j/98904765100?pwd=WXhsV0k3bXVoTjhDaW5vNS9zMlYydz09>

Date: 07/09/2021	Purpose: to review committee items
Present:	
Absent:	Edi Becerra, Rachel Flores
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• Instagram• Blog	<ul style="list-style-type: none">•
Information Sessions	<ul style="list-style-type: none">• Update the info session video• Information sessions	<ul style="list-style-type: none">• Julian to work on video in July• Dates?
Employment Growth	<ul style="list-style-type: none">• Recruitment fair• Referral program	<ul style="list-style-type: none">• Figuring out the budget for this - each new employee is about \$600 in referral bonuses, distributed through the year

		<ul style="list-style-type: none"> Find a template to share with staff
Website	<ul style="list-style-type: none"> Photos Change wording on the about us tab on the website 	
Budget		
Misc.	<ul style="list-style-type: none"> Replication/Marketing Plan AUSM Magazine - add New meeting day & time? 	<ul style="list-style-type: none"> Enrollment Policy review Create Spero specific script for social media to understand pop. served Full page: \$900.00 Half page: \$700.00
Board Connections	<ul style="list-style-type: none"> Share at board meeting: 	<ul style="list-style-type: none">
End of Meeting		