



Spero Academy Marketing Meeting Agenda

Friday, June 18, 2021 via zoom:

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<https://zoom.us/j/96143248163?pwd=aVJVbVpiZEI0ZE5sUi8vRXFEaGo0dz09>

Date: 06/18/2021	Purpose: to review committee items
Present:	Diane Pangal, Edi Becerra, Rachel Flores, Katie Rose Kammerude, and Devin Taylor
Absent:	DaVonte Robertson and Shannan 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 • Instagram • Blog 	<ul style="list-style-type: none"> • Working on 2nd SEL blog post
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 • Resume in the fall
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 	<ul style="list-style-type: none"> Will update with some field week photos Post some of 6th graders
Budget		
Misc.	<ul style="list-style-type: none"> Replication/Marketing Plan AUSM Magazine - add 	<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"> Marketing Plan Referral Program
End of Meeting		