



## Spero Academy Marketing Meeting Agenda

Friday, March 12, 2021 via zoom:

Join Zoom Meeting

<https://us04web.zoom.us/j/637052900?pwd=aU10UG5oTEE4UGlha0dpNjdoaGdVQT09>

Date: 02/12/2020	Purpose: to review committee items
Present:	Katie Rose, DaVonte, Edi, Devin, Rachel
Absent:	Diane, Shannan
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>Ads on polar plunge? Video?</p> <p>No negative feedback, video ads? Staff highlights to FB/IG</p> <p>Posts:</p> <ul style="list-style-type: none"> <li>• Polar plunge</li> </ul> <p>FB Post: follow us on IG</p>
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, up to date, cleaning up footage</li> <li>• Meeting Scheduled - for families that are enrolled.</li> <li>• Enrollment - clarity on what open enrollment looks like - reapply. Email blast to those who need to reapply.</li> </ul>
Employment	<ul style="list-style-type: none"> <li>• <b>EDUCATE MN PROFESSIONAL</b></li> </ul>	Went well - have a possible

<p>Growth</p>	<p><b>EDUCATOR JOB FAIR</b></p> <ul style="list-style-type: none"><li>● Recruitment fair</li></ul>	<p>candidate for Sped Teacher. Interviewed 5 people.</p> <p>Update:</p> <p>Davonte and Kammerude - 4-5 Talk about tokenization of POC. Including people of other “diverse backgrounds” Davonte and Kammerude connect about why we chose who we chose.</p> <p>Organize a virtual recruitment fair? Message - how are we weathering uncertainty? Panels</p> <p>Community colleges -</p> <p>Pick a date: CHANGE THE DATE FROM APRIL 9 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>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>Flyer update: change date and have panel members</p>
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		<p>"Handshake" - Gretchen          LinkedIn - Blog posts, update,          Gretchen training on LinkedIn</p> <p>Edi: Contact other schools for          recruitment fairs we can attend -          TBD</p>
Website	Photos	<ul style="list-style-type: none"> <li>• Update photo slider on Website every month.              Approval of photos</li> </ul>
Budget		<ul style="list-style-type: none"> <li>• FB/IG ads?</li> <li>• Photo training/tutorial with Julian - poy Julian for training he is doing.</li> </ul>
Misc.	Quarterly report	Submitted - Thank you, Devin! Signatures, documents
Board Connections	Share at board meeting:	<p>-Update the day of job fair because of learning model change.</p> <p>-34 Enrollment letters sent out, 29 more students this</p>
End of Meeting		