



Spero Academy Marketing Meeting Agenda

Friday, May 21, 2021 via zoom:

Join Zoom Meeting

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

Date: 04/09/2021	Purpose: to review committee items
Present:	Diane Pangal, Edi Becerra, Devin Taylor,
Absent:	Shannan Paul, Katie Rose Kammerude
Guests:	Kelly Tiedemann

- 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 	<ul style="list-style-type: none"> • Sharing the Music therapy flyer from Rosie. • Numbers looking about the same. Looking at times where there is more engagement. • Use hashtag on insta only. • Blog will be upload to website • DaVonte Robertson send Devin link about youtube.
Information Sessions	<ul style="list-style-type: none"> • Update the info session video • Information sessions - 	<ul style="list-style-type: none"> • Resume in fall • Julian to work on video in July
Employment Growth	<ul style="list-style-type: none"> • Recruitment fair • Referral program 	<ul style="list-style-type: none"> • Diane working with Jenny to work on Referral program. Can use esser funds until FY 24
Website	Photos	<ul style="list-style-type: none"> • Rachel and Alex to collab on website announcements.
Budget		

Misc.	Replication/Marketing Plan	<ul style="list-style-type: none"> • Change enrollment policy to Jan 31. • Change enrollment form wording. • Create Spero specific script for social media to understand pop. served • Change wording on the about us tab on the website
Board Connections	Share at board meeting:	<ul style="list-style-type: none"> • Updated marketing plan • New SEI blog
End of Meeting		