



Spero Academy Marketing Meeting Agenda

Friday, November 13, 2020 via zoom:

Join Zoom Meeting

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

Date: 11.13.2020	Purpose: to review committee items
Present:	Diane Pangal, Edi Becerra, Devin Taylor, Rachel Flores, Katie Rose Kammerude
Absent:	
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>Current blog post: Why Physical Education is important during Distance Learning. Rachel will send Phy Ed bio's to Devin)</p> <p>Instagram - Katie, Devin and Edi meet next week to go over FB page linking to instagram. - 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>Information Sessions scheduled for 11/20; 4 families</p> <p>No updates on tour video -</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 compile list of schools to contact.</p>

		<p>Pick a date: Jan - get information out for a date in spring. 3 45 minute panels - 12-3? (or whatever) - target different groups. Record for those that can't make it. Eventbrite? Katie Rose organize the panels. Paras, teachers, admin, health services etc.</p> <p>Virtual experiences for signing up incentive. Virtual scavenger hunt....</p> <p>Contact other schools for recruitment fairs we can attend</p>
Budget	2020-2021 Budget	Postponed until 21-22 \$13,000 on SEO
Misc.	<ul style="list-style-type: none"> • School newsletter • Staff newsletter • Give to the Max Day 	<p>School newsletter - every other week? Post to website as well. Post old blogs info; Teacher info; include Amazon Smile link Open rate for current newsletter:</p> <p>Resubscribe paras?</p> <p>Staff newsletter - Alex is doing this every week!</p> <p>Give MN Day: FUN Materials for DL Digital Materials: Boom cards, activities on TPT (talk to Susan Scheller about costs & ideas)</p>
Board Connections	Share at board meeting:	<p>Still working on Recruitment Fair Social Media Give to the Max Reducing our budget \$13,000</p>
End of Meeting		