



Spero Academy Marketing Meeting Agenda
Friday, October 9, 2020 via zoom:

Date: 10.09..20	Purpose: to review committee items
Present:	Erin, Diane, Shannan, Devin, Edi
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 • Blog - Promote most recent post? (Erin) • Facebook numbers • Instagram info 	<p>How did the boost perform?</p> <p>Instagram - Katie, Devin and Edi meet next week to go over FB page linking to instagram.</p>
Information Sessions	<ul style="list-style-type: none"> • Virtual Tour Video • Information sessions 	<p>Julian - take some video next week. Zoom information session, walk through the building, drone videos Schedule Julian for video tour.</p> <p>Schedule some information sessions via Zoom for prospective families, October/November?</p>
Employment Growth	<ul style="list-style-type: none"> • Recruitment fair 	<p>Organize a virtual recruitment fair? Message - how are we weathering uncertainty? Panels Rachel compile list of schools to contact. Pick a date: Jan - get information out for a date in spring. 3 45 minute</p>

		<p>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>
Budget	2020-2021 Budget	<p>Need to adjust our budget down 13% Should be fine - diane will look to see how much we have spent/have.</p>
Misc.	<ul style="list-style-type: none"> • School newsletter • Staff newsletter 	<p>School newsletter - every other week? Post to website as well. Open rate for current newsletter: 54% Resubscribe paras?</p> <p>Staff newsletter - Alex is doing this every week!</p>
Board Connections	Share at board meeting:	<p>Zoom information sessions for prospective families to ask questions/tour of the building</p> <p>Posting for additional paraprofessionals for hybrid/childcare settings</p> <p>Newsletters</p>
End of Meeting		