




Spero Academy Marketing Meeting Agenda
Friday, April 22, 2022 at 9:00am via zoom:
Join Zoom Meeting

<https://zoom.us/j/97410647558?pwd=V1BPaFJFOUhZYWNYY0NBUl9wU0hKZz09>

Date: 4/22/2022	Purpose: to review committee items
Present:	Edi, Rachel, Carolyn, Katie, Devin, Emma, Mitch, Krystan
Absent:	Diane
Guests:	

Agenda Topics

Topic	Discussion	Next Steps
Social Media Presence	<ul style="list-style-type: none">● Devin Update/Discussion<ul style="list-style-type: none">○ Charter school post (recruitment)- define, benefits of● Facebook/Instagram● Blog	<ul style="list-style-type: none">● Interview teachers/staff● Share with marketing to review
Information Sessions	<ul style="list-style-type: none">● Scheduling for incoming families primarily● 1 per month starting in May	
Employment Growth	<ul style="list-style-type: none">● Job Fairs● Recruitment social medias	<ul style="list-style-type: none">● Update content for job fairs<ul style="list-style-type: none">○ Slideshow○ Info video<ul style="list-style-type: none">■ Check with MACS● Update LinkedIn● Claim Spero account on Glassdoor

Enrollment Growth	<ul style="list-style-type: none"> ● Enrollment at BP - How is it looking? <ul style="list-style-type: none"> ○ Seems to be a preference to MPLS ● Any extra social media needed? 	<ul style="list-style-type: none"> ● When families choose MPLS over BP, ask why - location or other concerns? ● Post some updates on construction to build confidence <ul style="list-style-type: none"> ○ Throwback to Spero Mpls construction
Website	<ul style="list-style-type: none"> ● Photos - Update from Emma ● Webpage: Update from Mitch <ul style="list-style-type: none"> ○ New school content ○ Fixed website privacy issue ○ Added Google analytics - website traffic, path to website, what pages ○ Announcement banner 	<ul style="list-style-type: none"> ● Add marketing team to google analytics page ● Viewer data ● Privacy Policy - what Spero collects through website
Ads	<ul style="list-style-type: none"> ● Google ads - free for schools 	<ul style="list-style-type: none"> ● Look into ads based on analytics data
Budget	<ul style="list-style-type: none"> ● Review 	<ul style="list-style-type: none"> ● Look at breakdown of spending YTD
Policy	<ul style="list-style-type: none"> ● Policy #507 Social Media up for review 	<ul style="list-style-type: none"> ● review and suggest changes ●  507 Social Media ● Submit to Board today
Misc.	<ul style="list-style-type: none"> ● Email Signatures - Results/Implementation <ul style="list-style-type: none"> ○ Went smooth, minimal tech issues 	
Board Connections	<ul style="list-style-type: none"> ● Share at board meeting: 	<ul style="list-style-type: none"> ● Social Media Policy ● Signatures for Board members
End of Meeting		