



## Spero Academy Marketing Meeting Agenda

Friday, August 13, 2021 via zoom:

[Join Zoom Meeting](#)

<https://zoom.us/j/98904765100?pwd=WXhsV0k3bXVoTjhDaW5vNS9zMlYydz09>

Date: 07/09/2021	Purpose: to review committee items
Present:	Edi Becerra, Rachel Flores, Devin Taylor, Davonte Robertson, Diane Pangal
Absent:	Katie Rose Kammerude
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</li> <li>• Instagram</li> <li>• Blog</li> </ul>	<ul style="list-style-type: none"> <li>• S.E.L. Blog; possible installments</li> <li>• Part time - photographer/posting organizer?</li> </ul>
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 to work on video in July</li> <li>• Posted on website; 2 a month</li> </ul>
Employment Growth	<ul style="list-style-type: none"> <li>• Recruitment fair</li> <li>• Referral program</li> </ul>	<ul style="list-style-type: none"> <li>• 3 hires?</li> <li>• 7 Referrals so far!</li> <li>• Find a template to share with staff</li> </ul>

Website	<ul style="list-style-type: none"> <li>• Photos</li> <li>• Change wording on the about us tab on the website</li> </ul>	<ul style="list-style-type: none"> <li>• New format for classroom teams</li> <li>• Add announcements from Principal newsletter</li> </ul>
Budget		
Misc.	<ul style="list-style-type: none"> <li>• Replication/Marketing Plan</li> <li>• New meeting day &amp; time</li> <li>• Logo to teachers</li> <li>• Signatures</li> <li>• QR Codes</li> </ul>	<ul style="list-style-type: none"> <li>• Enrollment Policy review</li> <li>• Create Spero specific script for social media to understand pop. served</li> <li>• 1st Wednesday at 4pm</li> <li>• QR codes around the city</li> </ul>
Board Connections	<ul style="list-style-type: none"> <li>• Share at board meeting:</li> </ul>	<ul style="list-style-type: none"> <li>• Check out the webpage</li> <li>• Referral Program working</li> <li>• Ground Breaking</li> <li>• QR Codes</li> </ul>
End of Meeting		