



**Spero Academy Marketing Meeting Agenda**  
**Friday, December 17, 2021 at 9:00am via zoom:**

**Join Zoom Meeting**

<https://us06web.zoom.us/j/83903059150?pwd=TUVKT1dVRVRjaEQyRmgvVnMxMFRydz09>

**I emailed a new link**

<b>Date: 09/07/2021</b>	<b>Purpose:</b> to review committee items
<b>Present:</b>	Edi Becerra, Devin Taylor , Diane Pangal Katie Rose, Carolyn Fritz, DaVonte Robertson
<b>Absent:</b>	Rachel Flores
<b>Guests:</b>	

- Items in red are answers or new items to be discussed.

**Agenda Topics**

<b>Topic</b>	<b>Discussion</b>	<b>Next Steps</b>
Social Media Presence	<ul style="list-style-type: none"> <li>● Devin Update/Discussion</li> <li>● Facebook</li> <li>● Instagram</li> <li>● Blog</li> </ul>	<p>Diane &amp; Edi: send updates of new building info to Devin</p> <p>Posting for students and staff</p>
Information Sessions	<ul style="list-style-type: none"> <li>● Update the info session video</li> <li>● Info sessions are in progress</li> </ul>	Pause until new building is completed
Employment Growth	<ul style="list-style-type: none"> <li>● Recruitment fairs - host and attend</li> <li>● Get some social media content</li> </ul>	<p>HR coordinator : Calendar of recruitment events</p> <p>Employment Fairs: Looking at dual licensure</p>

	from staff - before winter break	<p>programs</p> <ul style="list-style-type: none"> <li>• Kelly T. Suggested going to Wisconsin teacher fairs at schools: UW - Madison, River Falls, Eau Claire etc. - She is willing to go to these.</li> <li>• Davonte - looking into South Dakota</li> <li>• Paraprofessionals: Bethel, UST (KRK will reach out to professors)</li> <li>• Look at linkedin again</li> <li>• Spread it is wide as possible</li> <li>• Remind staff about referral program</li> <li>• Instagram campaign to bring people to the website - pay to upgrade</li> </ul>
Website	<ul style="list-style-type: none"> <li>• Photos</li> <li>• Change wording on the about us tab on the website <ul style="list-style-type: none"> <li>◦ How should our language change to be multicampus?</li> </ul> </li> <li>• Update about the new building</li> </ul>	Work in progress. New site was added
Budget	<ul style="list-style-type: none"> <li>• Photo editor/content creator</li> <li>• Contract for updating website to include BP campus</li> </ul>	<p>Est: \$5000.000: added to the budget</p> <p>Est: \$20,000.00: added to the budget</p> <p>Work on job descriptions</p>
Misc.	<ul style="list-style-type: none"> <li>• Replication/Marketing Plan</li> <li>• Email Signatures</li> <li>• QR Codes</li> </ul>	Email signatures: Add to a staff meeting agenda; KRK and Rachel give instruction .. have it set up, know what to do in google settings.
Board Connections	<ul style="list-style-type: none"> <li>• Share at board meeting:</li> </ul>	
End of Meeting		