



Spero Academy Marketing Meeting Agenda
Friday, January 21, 2022 at 9:00am via zoom:
Join Zoom Meeting

<https://us06web.zoom.us/j/81080457058?pwd=MTY1bk44blZXeDdZUjdOK1lZSIJ2QT09>

Date: 09/07/2021	Purpose: to review committee items
Present:	DaVontè Robertson, Katie Rose Kammerude, Rachel Flores, Carolyn Fritz,
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 • Instagram • Blog 	Promote teacher cohort - Testimony from Beth and/or Elliot Still need a Kindergarten push? All good New system for post-approval
Information Sessions	<ul style="list-style-type: none"> • Update the info session video 	Pause until new building is completed
Employment Growth	<ul style="list-style-type: none"> • Recruitment fairs - review fairs and who is going • Review where job openings are posted 	<ul style="list-style-type: none"> • Update slideshows for job fairs • Update on status of Fairs

Enrollment Growth		
Website	<ul style="list-style-type: none"> ● Photos - Discuss Emma's new role ● Updates on Webpage: Discuss Mitch's new Role 	<ul style="list-style-type: none"> ● Social Media first impressions ● Tags to distinguish content specific to each location ● Workflows - who should be in the approval group?
Budget		
Policy	<ul style="list-style-type: none"> ● Policy #507 Social Media up for review 	
Misc.	<ul style="list-style-type: none"> ● Replication/Marketing Plan ● Email Signatures ● QR Codes 	Email signatures: Add to a staff meeting agenda; KRK and Rachel give instruction .. have it set up, know what to do in google settings. Launch to staff on April 15th
Board Connections	<ul style="list-style-type: none"> ● Share at board meeting: 	New positions: Emma and Mitch Reviewing Social Media Policy
End of Meeting		