



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:	Diane, Katie Rose Kammerude , Edi, Carolyn, Rachel, Devin
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 	<ul style="list-style-type: none"> • Will try to get some pictures of progress at the BP location (may get more engagement than the renderings?) • Put out a call for staff recruitment content
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 • Reminder about referral bonus 	<ul style="list-style-type: none"> • Update slideshows for job fairs

	<ul style="list-style-type: none"> ● Review where job openings are posted 	
Enrollment Growth	<ul style="list-style-type: none"> ● Boost on BP Campus enrollment: ● Current apps: <ul style="list-style-type: none"> ○ K=10 ○ 1st = 15 ○ 2nd = 16 ○ 3rd = 12 	<ul style="list-style-type: none"> ● Post targeted to Kinders enrollment closing ● Email to MPLS applicants about applying to BP
Website	<ul style="list-style-type: none"> ● Photos ● Updates on Webpage: 	
Budget	<ul style="list-style-type: none"> ● Review Photo editor/content creator job description ● Review Contract for updating website to include BP campus 	<ul style="list-style-type: none"> ● Post Internally ● Post internally and externally
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: 	Two job descriptions and a push on enrollment and employment, media content and recruitment fairs.
End of Meeting		