



**Spero Academy Marketing Meeting Agenda**  
**Friday, June 17, 2022 at 9:00am via zoom:**  
**Join Zoom Meeting**

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

<b>Date: 0715/2022</b>	<b>Purpose:</b> to review committee items
<b>Present:</b>	Diane Pangal, Mitch Samuels, Emma, Gottschalk, Mitch Samuels, Rachel Flores, Kristy Erickson, Chris Donofrio
<b>Absent:</b>	Katie Rose Kammerude, Edi Becerra, Devin Taylor
<b>Guests:</b>	

**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 <ul style="list-style-type: none"> <li>Charter school post (recruitment)- define, benefits of</li> <li>Social Media Management (Buffer)</li> </ul> </li> <li>Facebook/Instagram</li> <li>Blog</li> <li>LinkedIn</li> <li>Photos - Update from Emma</li> </ul>	<ul style="list-style-type: none"> <li>Pushes for recruitment</li> <li>FB - working on targeted ads <ul style="list-style-type: none"> <li>Possibly push to the employment web page</li> <li>Add a “now hiring” on the banner</li> </ul> </li> </ul>
Information Sessions	<ul style="list-style-type: none"> <li>Scheduling for incoming families primarily</li> <li>1 per month starting in May</li> </ul>	<ul style="list-style-type: none"> <li>Last scheduled one for awhile on Jul 15, 2022</li> <li>Reminder to select fall information dates</li> </ul>
Employment Growth	<ul style="list-style-type: none"> <li>Job Fairs - Update 07/13 &amp; 07/14</li> </ul>	<ul style="list-style-type: none"> <li>5 candidates applied - including a teacher</li> </ul>

	<ul style="list-style-type: none"> <li>Recruitment social medias</li> </ul>	<ul style="list-style-type: none"> <li>Hiring going well - Teachers are all hired; about 10 more para's needed</li> </ul>
Enrollment Growth	<ul style="list-style-type: none"> <li>Enrollment at BP - How is it looking? <ul style="list-style-type: none"> <li>Seems to be a preference to MPLS</li> </ul> </li> <li>Any extra social media needed?</li> </ul>	<ul style="list-style-type: none"> <li>3 more MPLS; 5 more for BP</li> <li>No add'l social media needed</li> </ul>
Website	<ul style="list-style-type: none"> <li>Webpage: Update from Mitch <ul style="list-style-type: none"> <li>New classrooms pages, next changes</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Header on website updated</li> <li>All languages</li> <li>Classroom pages - new layout - easier to maintain and add staff</li> <li>Added supply list</li> <li>Possible "About" page for each school</li> </ul>
Ads	<ul style="list-style-type: none"> <li>Google ads - free for schools</li> </ul>	<ul style="list-style-type: none"> <li>Look into ads based on analytics data</li> </ul>
<a href="#">Budget</a>		
Policy		
Misc.		
Board Connections	<ul style="list-style-type: none"> <li>Share at board meeting:</li> </ul>	
End of Meeting		