



Spero Academy Marketing Meeting Agenda
Friday, May 20, 2022 at 9:00am via zoom:
Join Zoom Meeting

<https://zoom.us/j/97410647558?pwd=V1BPaFJFOUhZYWNYY0NBUl9wU0hKZz09>

Date: 5/20/2022	Purpose: to review committee items
Present:	Diane Pangal, Edi Becerra, Devin Taylor, Rachel Flores, Mith Samuels, Emma Gottschalk
Absent:	Katie Rose Kamerude, Carolyn Fritz
Guests:	

Agenda Topics

Topic	Discussion	Next Steps
Social Media Presence	<ul style="list-style-type: none"> Devin Update/Discussion <ul style="list-style-type: none"> Charter school post (recruitment)- define, benefits of Social Media Management (Buffer) Facebook/Instagram Blog LinkedIn 	<ul style="list-style-type: none"> Interview teachers/staff Share with marketing to review Buffer: \$5/platform - helps organize your content and look at your analytics
Information Sessions	<ul style="list-style-type: none"> Scheduling for incoming families primarily 1 per month starting in May 	<ul style="list-style-type: none"> Information Sessions really filling up - 10-15 families per session
Employment Growth	<ul style="list-style-type: none"> Job Fairs 	<ul style="list-style-type: none"> Update content for job fairs <ul style="list-style-type: none"> Slideshow Info video <ul style="list-style-type: none"> Check with MACS

	<ul style="list-style-type: none"> Recruitment social medias 	<ul style="list-style-type: none"> Update LinkedIn Claim Spero account on Glassdoor Targeted ads on social media to recruit staff
Enrollment Growth	<ul style="list-style-type: none"> Enrollment at BP - How is it looking? <ul style="list-style-type: none"> Seems to be a preference to MPLS Any extra social media needed? 	<ul style="list-style-type: none"> When families choose MPLS over BP, ask why - location or other concerns? Post some updates on construction to build confidence <ul style="list-style-type: none"> Throwback to Spero Mpls construction
Website	<ul style="list-style-type: none"> Photos - Update from Emma Webpage: Update from Mitch <ul style="list-style-type: none"> Content review and new school content Design changes 	<ul style="list-style-type: none"> Webpage: <ul style="list-style-type: none"> Test moving internal site changes to live site Review website content document
Ads	<ul style="list-style-type: none"> Google ads - free for schools 	<ul style="list-style-type: none"> Look into ads based on analytics data
Budget	<ul style="list-style-type: none"> Review 	<ul style="list-style-type: none"> Look at breakdown of spending YTD
Policy		
Misc.		
Board Connections	<ul style="list-style-type: none"> Share at board meeting: 	<ul style="list-style-type: none">
End of Meeting		