



## Spero Academy Marketing Meeting Agenda

Wednesday, November 17, 2021 via zoom:

Join Zoom Meeting

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

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

- 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"><li>• Devin Update/Discussion</li><li>• Facebook</li><li>• Instagram</li><li>• Blog</li></ul>	<ul style="list-style-type: none"><li>• Social Media:<ul style="list-style-type: none"><li>○ Enrollment<ul style="list-style-type: none"><li>■ Timelapse</li></ul></li><li>○ Land acknowledgement</li><li>○ Benefits of having a school in your neighborhood</li></ul></li><li>• S.E.L. Blog; possible installments</li></ul>
Information Sessions	<ul style="list-style-type: none"><li>• Update the info session video</li></ul>	<ul style="list-style-type: none"><li>• Julian to work on video<ul style="list-style-type: none"><li>○ Connecting with <a href="#">Cooper Eddy</a> for the working files</li><li>○ Needs to meet with Susan to go through script - Scheduled for 11/29/21</li></ul></li></ul>

	<ul style="list-style-type: none"> <li>● Info sessions are in progress</li> </ul>	
Employment Growth	<ul style="list-style-type: none"> <li>● Recruitment fairs - host and attend</li> <li>● Get some social media content from staff - before winter break</li> </ul>	<ul style="list-style-type: none"> <li>● HR Coordinator starting Jan. 3rd. - she has recruitment experience</li> <li>● Simple, mid level production <ul style="list-style-type: none"> <li>○ Get student involvement</li> </ul> </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>	<ul style="list-style-type: none"> <li>● Part time - photo editor/posting organizer?</li> </ul> <p><b>KRK checked</b> with Brad - we need a clearer vision of what we want for this before we think about cost. What does the editing/posting entail that is not covered by what Devin/Rachel does? What will this look like with a second location? Maybe Diane can check with Lionsgate since they have several locations-how do they manage that?</p> <ul style="list-style-type: none"> <li>● Web page content creator</li> <li>● Initially higher hours then reduce to as needed or 2 hours a week</li> <li>● One site with both campuses connected</li> <li>● Rehaul/Refresh of web page</li> <li>● Policies update</li> <li>● <a href="#">Google Doc</a></li> </ul>
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</p> <p>Est: \$20,000.00</p>
Misc.	<ul style="list-style-type: none"> <li>● Replication/Marketing Plan</li> <li>● Email Signatures</li> <li>● QR Codes</li> </ul>	<ul style="list-style-type: none"> <li>● Create Spero specific script for social media to understand pop. served</li> <li>● 2022-2023, do by hand</li> <li>● QR codes around the city</li> </ul>
Board Connections	<ul style="list-style-type: none"> <li>● Share at board meeting:</li> </ul>	<ul style="list-style-type: none"> <li>● Increasing information sessions</li> <li>● Adding more enrollment posts to social media</li> </ul>

		<ul style="list-style-type: none"><li>• Adding to budget</li></ul>
End of Meeting		