



Spero Academy Marketing Meeting Agenda

Friday, October 15, 2021 via zoom:

Join Zoom Meeting

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

Date: 09/07/2021	Purpose: to review committee items
Present:	Diane, Rachel, Edi, Katie Rose,
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"> • S.E.L. Blog; possible installments
Information Sessions	<ul style="list-style-type: none"> • Update the info session video • Info sessions are in progress 	<ul style="list-style-type: none"> • Julian to work on video in July <ul style="list-style-type: none"> ◦ Connecting with Cooper for the working files ◦ Needs to meet with Susan to go through script ◦ cooper@sweetskendamas.com ◦ Cooper Eddy

Employment Growth	<ul style="list-style-type: none"> ● Recruitment fairs - host and attend ● Get some social media content from staff - before winter break 	<ul style="list-style-type: none"> ● HR Coordinator starting Jan. 3rd. - she has recruitment experience ● Simple, mid level production <ul style="list-style-type: none"> ○ Get student involvement
Website	<ul style="list-style-type: none"> ● Photos ● Change wording on the about us tab on the website <ul style="list-style-type: none"> ○ How should our language change to be multicampus? ● Update about the new building 	<ul style="list-style-type: none"> ● Part time - photo editor/posting organizer? ● Google Doc
Budget	<ul style="list-style-type: none"> ● Photo editor/content creator ● Contract for updating website to include BP campus 	
Misc.	<ul style="list-style-type: none"> ● Replication/Marketing Plan ● Email Signatures ● QR Codes 	<ul style="list-style-type: none"> ● Create Spero specific script for social media to understand pop. served ● Email Signatures <ul style="list-style-type: none"> ○ Important for brand recognition, team cohesion, marketing (socials) ○ Roll out post winter break ● QR codes around the city
Board Connections	<ul style="list-style-type: none"> ● Share at board meeting: 	<ul style="list-style-type: none"> ● Recruitment fairs - waiting to work with HR coordinator ● Mini videos of staff/students for staff recruitment
End of Meeting		