



Spero Academy Marketing Meeting Agenda
Friday, December 16, 2022 at 9:00am via Google Meet:
Google Meet joining info
Video call link: <https://meet.google.com/fvq-xptd-fji>
Or dial: (US) +1 347-354-9084 PIN: 832 603 333#

Date: 10/28/2022	Purpose: to review committee items
Present:	Diane Pangal, Kristy Erickson, Kristy Erickson, Christopher Donofrio, Carolyn Fritz, Rachel Flores, Devin Taylor, Katie Rose Kammerude, Emma Gottschalk
Absent:	Ed Becerra
Guests:	

Agenda Topics

Topic	Discussion	Next Steps
Social Media Presence	<ul style="list-style-type: none">• Devin Update/Discussion• Facebook/Instagram• Blog• LinkedIn: Update• Photos - Update from Emma	<ul style="list-style-type: none">• New blog post for review: "Is your IEP process person-centered?"• Photo requests: food/lunch room photos, OT/Speech photos, Music photos
Information Sessions	<ul style="list-style-type: none">• Post Information session dates for MPLS starting end of Sept; BP October• Video?	<ul style="list-style-type: none">• Look for original script; Voice over Susan and Ali Fisch-Gonnella• Work on video approvals• Update the script

Employment Growth	<ul style="list-style-type: none"> • Job Fairs • Recruitment video/testimonials • Recruitment social medias 	<ul style="list-style-type: none"> • MPLS, Community Colleges • Gilbert & Ali work on video <ul style="list-style-type: none"> ◦ Kristy and Krystan to help
Enrollment Growth	<ul style="list-style-type: none"> • Need to start posting reminders of enrollment/lottery for 2022-23 	<ul style="list-style-type: none"> • Posting for K mostly
Website	<ul style="list-style-type: none"> • Webpage: Update from Mitch <ul style="list-style-type: none"> • We have control over our Google page now - BP location soon - getting those updated • Getting new photos on informational pages 	<ul style="list-style-type: none"> • Analytics & Usage updates - Doc • Google Business updates • Website changes & SEO <ul style="list-style-type: none"> ◦ Finishing staff profiles • Gathering new photos for website - Doc <p>Website domain expires 1/21/23 (hover.com?)</p>
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"> • No revisions at this time
Policy		<ul style="list-style-type: none"> • No policy updates at this time
Misc.	<ul style="list-style-type: none"> • Marketing Plan 	<ul style="list-style-type: none"> • Marketing calendar <ul style="list-style-type: none"> ◦ Carolyn working on a calendar of marketing events; share any current info with her so
Board Connections	<ul style="list-style-type: none"> • Share at board meeting: 	
End of Meeting		