



6.14.2019

Spero Academy Marketing Meeting Agenda
11:00am-12:00pm

Date: 6/14/2019	Purpose: to review committee items
Present:	Edi, Katie Rose, Erin, Shanna, Diane
Absent:	Sarah
Guests:	

- Items in red are answers or new items to be discussed.

Agenda Topics

Topic	Discussion	Next Steps
Marketing Plan	<p>Devin was only applicant and best! After this meeting they will join us in the future Compensation for this position and details</p> <p>Traffic Report</p>	<p>We will talk to Devin and Creation of content Calendar and review for awhile until it is more comfortable. Editorial calendar.</p> <p>If something pops up, make sure that we can pivot towards that - showcase the students over the calendar.</p> <p>Generate blog topics. KRK Start a master of this for July.</p> <p>Summer break content? What do teachers do on summer.</p> <p>Monthly stipend \$500- set amount of blogs per month and posts per month. 2 blogs a month and 3 social media posts a week.</p> <p>Erin to do "emergency" posts and FB events. 1 staff/student article a month and 1 article about the topic of the month - general post about how that connects to Spero Academy.</p> <p>Once a month do calendar together - before marketing - KRK</p>
Upcoming Events	<p>Kinder Graduation</p> <p>6th Graduation</p> <p>Open House</p> <p>IG</p>	<p>Erin to put these on FB events.</p> <p>Have access to it now</p>
Misc.		
Board Connections/ What to Share at Meeting	<p>Limited Report</p> <p>Internal Position</p>	<p>Devin and to expect new policy and traffic report.</p>
End of Meeting		