Spero Academy Marketing Meeting Agenda
Friday, March 18, 2022 at 9:00am via zoom:
Join Zoom Meeting
https://us06web.zoom.us/j/81080457058?pwd=MTY1bk44blZXeDdZUjdOK1lZSlJ2QT09

Date: 03/18/2022	Purpose: to review committee items
Present:	Edi, Carolyn, Katie, Mitch, Rachel, Devin, Emma
Absent:	
Guests:	

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

Agenda Topics

Topic	Discussion	Next Steps
Social Media Presence	- Devin Update/Discussion - Facebook - Instagram - Blog	Land acknowledgement of some sort for new building posts. 📄 Land Acknowledgement Devin monitors insights
Information Sessions	Update the info session video	Pause video until new building is completed Info sessions - only doing them for families that are touring and will resume in May.
Employment Growth	- Recruitment fairs - review fairs and who is going - Review where job openings are	Update slideshows for job fairs-laptop or ipad for fairs with a slideshow or video - upgrade from a trifold.

	posted	○ Have someone from the operations team/admin going to fairs for hiring questions.
		○ Sign up sheet at the fairs
		
		● Update on status of Fairs
		  ○ 2 more upcoming - 1 is virtual and 1 is in person in Minneapolis.
		● Hiring posts on social - with hiring benefits (sign on bonus?) Put some ads out on social media.
		  ○ Articulate why we are better - culture, small class sizes etc.
		  ○ Research hashtags and trending topics

Enrollment Growth		

Website	● Photos - Update from Emma
	
	● Webpage: Update from Mitch
	  ○ New school content
		● Teacher profiles with pictures - Tori for art month.
		● Every other week come in for photos
		
		● Gather and organize content for website
		● Cleaning things up and removing
		● Utilizing tags on all content
		  ○ tags will help with separating out the campuses.
		  ○ Next step - which content needs to be split.

Budget		
Policy	● Policy #507 Social Media up for review	Everyone review and suggest changes as needed. 📄 507 Social Media
Misc.	● Replication/Marketing Plan ● Email Signatures ● QR Codes	Email signatures: Add to a staff meeting agenda **Launch to staff on April 15th** - Mitch created a site for signatures: https://dev.hotdi.sh/spero-signature/ 2nd option - email icon envelope, website

		icon world, address icon -mitch send kammerude the draft email signature
Board Connections	● Share at board meeting:	-Signature -Continued review of social media policy -land acknowledgement
End of Meeting		