



**Spero Academy Marketing Meeting Agenda**  
**Friday, August 18, 2022 at 9:00am via zoom:**  
**Join Zoom Meeting**

[https://www.google.com/url?q=https://us06web.zoom.us/j/82248576150?pwd%3DblhJTU1TbINib1ZXTkxkRnVpZ3BTQT09&sa=D&source=calendar&ust=1661283227053647&usg=AOvVaw39m\\_z2YYY0WH9wXYj6UOol](https://www.google.com/url?q=https://us06web.zoom.us/j/82248576150?pwd%3DblhJTU1TbINib1ZXTkxkRnVpZ3BTQT09&sa=D&source=calendar&ust=1661283227053647&usg=AOvVaw39m_z2YYY0WH9wXYj6UOol)

<b>Date: 8/18/2022</b>	<b>Purpose:</b> to review committee items
<b>Present:</b>	
<b>Absent:</b>	Edi, Diane
<b>Guests:</b>	

**Agenda Topics**

<b>Topic</b>	<b>Discussion</b>	<b>Next Steps</b>
Social Media Presence	<ul style="list-style-type: none"> <li>Devin Update/Discussion <ul style="list-style-type: none"> <li>Charter school post (recruitment)- define, benefits of</li> <li>Social Media Management (Buffer)</li> </ul> </li> <li>Facebook/Instagram</li> <li>Blog</li> <li>LinkedIn: Krystan has two “articles” ready for review before posting on LinkedIn Created 3 other non article posts. Simplistic. Permission (?) want to get on a schedule of M/W/F</li> <li>Photos - Update from Emma</li> </ul>	
Information Sessions	<ul style="list-style-type: none"> <li>Post Information session dates for MPLS starting end of Sept; BP October</li> </ul>	

Employment Growth	<ul style="list-style-type: none"> <li>● Job Fairs</li> <li>● Recruitment social medias</li> </ul>	
Enrollment Growth	<ul style="list-style-type: none"> <li>● Enrollment at BP - How is it looking? <ul style="list-style-type: none"> <li>○ Seems to be a preference to MPLS</li> </ul> </li> <li>● Any extra social media needed?</li> </ul>	
Website	<ul style="list-style-type: none"> <li>● Webpage: Update from Mitch <ul style="list-style-type: none"> <li>○ Getting new staff profiles added and updated</li> <li>○ New individual location pages</li> <li>○ Content review and updates for new location and accessibility</li> <li>○ Google / Maps listing for new location</li> </ul> </li> </ul>	
Ads	<ul style="list-style-type: none"> <li>● Google ads - free for schools</li> </ul>	<ul style="list-style-type: none"> <li>● Look into ads based on analytics data</li> </ul>
<a href="#">Budget</a>		
Policy		
Misc.		
Board Connections	<ul style="list-style-type: none"> <li>● Share at board meeting:</li> </ul>	
End of Meeting		