Spero Academy Marketing Meeting Agenda
Friday, October 28, 2022 at 9:00am via zoom:

Join Zoom Meeting
https://us06web.zoom.us/j/85791656737?pwd=Ny81dUhtQ3hxVVJrajFFeE80NFhYZz09

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

Agenda Topics

Topic	Discussion	Next Steps
Social Media Presence	- Devin Update/Discussion - Facebook/Instagram - Blog - 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 - Photos - Update from Emma	- Bullying Blog posted - Linkedin: Calendar schedule - Send articles to appropriate Dept before you send it to Marketing - Create new content - Use some of our current blog posts on Linkedin
Information Sessions	- Post Information session dates for MPLS starting end of Sept; BP October - Video? - Eventbrite updated?	- Resumed 09/23/2022 MPLS, 10/14 BP - Scheduled through the end of the school year - Put dates in school calendar

Employment Growth	● Job Fairs ● Recruitment social medias	● Update Fair calendar ● Fine tune school selection ● Look for schools in our area
Enrollment Growth	● Need to start posting reminders of enrollment/lottery for 2022-23	● Kinder push on social media for the 2023-24 ● Enrollment packets for surrounding daycares

Website	● Webpage: Update from Mitch
	   ● We have control over our Google page now - BP location soon - getting those updated
	   ● GTM Day banner/promo on the site
	   ● Getting new photos on informational pages
		●

Ads	● Google ads - free for schools	● Look into ads based on analytics data
Budget		● No revisions at this time
Policy		● No policy updates at this time
Misc.	● GTM Day ● Marketing Plan	● Place all content in theMarketing folder ● Use pictures to tell the story: patio, field ● Marketing Plan - Review plan, add notes, discuss at next meeting
Board Connections	● Share at board meeting:	
End of Meeting		