



Spero Academy Marketing Meeting Agenda
Friday, September 23, 2022 at 9:00am via zoom:

Join Zoom Meeting

<https://us06web.zoom.us/j/83130116344?pwd=U3F0WkU2T05GQzMwWDFmTERpU3FsZz09>

Date: 9/23/2022	Purpose: to review committee items
Present:	Diane Pangal, Carolyn Frotz, Mitch Samuels, Emma Gottschalk, Rachel Flores, Edi Becerra, Christopher Donofrio, and Devin Taylor
Absent:	Kristy Erickson, Katie Rose Kammerude
Guests:	

Agenda Topics

Topic	Discussion	Next Steps
Social Media Presence	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Devin: Blog post for bullying prevention month Emma: Photos last week to prep for reels. Be on-site at BP for Walk and Roll Rachel will send out email to teachers for educational moments in classroom Tie in Bullying Month in October - things that exemplify kindness Update photos on the website. Add photos to service pages Newly opened gym at BP Emma - start a working document of events - use annually Connecting with Devin - telling the story with longer blog posts
Information Sessions	<ul style="list-style-type: none"> Post Information session dates for MPLS starting end of Sept; BP 	<ul style="list-style-type: none"> Resumed 09/23/2022 MPLS, 10/14 BP Scheduled through the end of the

	October	<p>school year</p> <ul style="list-style-type: none"> • Update Information Session Video - slideshow maybe ... • Update Eventbrite
Employment Growth	<ul style="list-style-type: none"> • Job Fairs • Recruitment social medias 	<ul style="list-style-type: none"> • Employee reels • College Fairs
Enrollment Growth	<ul style="list-style-type: none"> • Enrollment at BP - How is it looking? <ul style="list-style-type: none"> ◦ Seems to be a preference to MPLS • Any extra social media needed? 	<ul style="list-style-type: none"> • KIndergarten push on social media for the 2023-24
Website	<ul style="list-style-type: none"> • Webpage: Update from Mitch <ul style="list-style-type: none"> • Most pages updated and reorganized, • New staff pages <ul style="list-style-type: none"> ◦ Page for each school location ◦ Accessibility updates 	<ul style="list-style-type: none"> • Google maps listing for BP - Manage the map page/google for business. Set up email upgrade to better service • Onboarding info for new hires? • Updates on every page, easier to navigate • Classroom pages are organized and manageable • Accessibility updates
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"> • Board Marketing Work Plan <ul style="list-style-type: none"> ◦ GTM Day • Annual Marketing Work Plan <ul style="list-style-type: none"> ◦ Update for the 2022-23 school year • Discuss monthly meeting day/time 	<ul style="list-style-type: none"> • <u>Scheduling gifts beginning of November</u> • Create something they can easily forward to families • Find a company donor match • Start communication end of October • Golden tickets, prizes every hour • Stories about specific funding - like gardening. • Start a list of specific items to be funded • Create a central page of information • Diane and Susan work on gardening

		<p>info</p> <ul style="list-style-type: none"> • Simulate what it would look like completed • Make it more intentional
Board Connections	<ul style="list-style-type: none"> • Share at board meeting: 	<ul style="list-style-type: none"> • New reels being developed to be released on social media • Starting a working list of annual events for marketing purposes • Information sessions resumed • Update our business page on google • GTM - intentional marketing plan to reach families and staff
End of Meeting		