

CASA ACADEMY

Marketing Committee Meeting

Date and Time

Monday April 30, 2018 at 12:00 PM MST

Location

(712) 775-7031 Meeting ID: 356-190-185 Host PIN: 5293

CASA Academy Governing Board meetings will take place at the CASA Academy campus (1500 W Maryland Ave, Phoenix, AZ 85015). Per A.R.S. § 38-431.02, notice of meetings for CASA Academy and any of its committees will be posted on this website. Notices will also be posted in the front office of CASA Academy (1500 W Maryland Ave, Phoenix, AZ 85015), which is open from 8:00 am to 4:00 pm, Monday through Friday.

Agenda

	Purpose	Presenter	Time
I. Opening Items			12:00 PM
Opening Items			
A. Record Attendance and Guests			
B. Call the Meeting to Order			
II. Marketing Committee			12:00 PM
Marketing Committee			
A. Discuss Marketing Collateral	Discuss		15 m
—hex codes for Casa colors			
—logo files (if you have a .eps that would be great)			
—any collateral pieces that are used while promoting CASA			
B. Social Strategy	Discuss		15 m
- posting times			
- what we're posting			
- what social media outlets are getting the most touches, etc.			
III. Other Business			
IV. Closing Items			
A. Adjourn Meeting	Vote		