

CASA ACADEMY

Marketing Committee Meeting

Date and Time

Tuesday November 10, 2020 at 12:00 PM MST

Location

Join Zoom Meeting

<https://us02web.zoom.us/j/87509291204?pwd=ZTFiTjZlZjRrK2Vmd0pyL0dHOFVhdz09>

Meeting ID: 875 0929 1204

Passcode: 050902

One tap mobile

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Dial by your location

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Meeting ID: 875 0929 1204

Find your local number: <https://us02web.zoom.us/u/kba20Y7bog>

Due to COVID-19, all CASA Academy Board and committee meetings will take place via Zoom or conference call for the time being. Zoom/conference call information will be posted in the location section of the meeting notice/agenda. 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 (8123 N 35th Ave. Suite B-2, Phoenix, AZ 85051), which is open from 8:00 am to 4:00 pm, Monday through Friday.

Agenda

	Purpose	Presenter	Time
I. Opening Items			12:00 PM
A. Record Attendance			1 m
B. Call the Meeting to Order			
C. Approve Minutes	Approve Minutes	Steven Brown	1 m
II. Fundraising/Marketing			12:02 PM
A. Download from Annual Strategic Meeting	Discuss	Steven Brown	15 m

- KPI's, Discussion of what should be measured. (Social Media, Fundraising, Enrollment)

	Purpose	Presenter	Time
<ul style="list-style-type: none"> • Creation of an award calendar to plan out applications. Brainstorm different categories to research. • Press Releases - What is the latest news? 			
B. Actions to be Taken From Download	Discuss	Steven Brown	10 m
<ul style="list-style-type: none"> • KPI's, Discussion of what should be measured. (Social Media, Fundraising, Enrollment) - Research current metrics to establish baseline. • Creation of an award calendar to plan out applications. Brainstorm different categories to research. - Research awards based on established categories. • Press Releases - What is the latest news? - Are we able to move forward with this? Press release regarding the building and expansion 			

III. Other Business

12:27 PM

A. Continue discussion regarding annual event. - Based on Strategic Meeting Feedback	Discuss	Steven Brown	20 m
Deep dive into most recent playground fundraiser to explore possibility of using approach again.			
<ul style="list-style-type: none"> • What worked? • What didn't? • Would this work in place of a hybrid event? 			

B. Monthly Newsletter	Discuss	Tacey Clayton Cundy	10 m
<ul style="list-style-type: none"> • Develop a plan for creation of monthly newsletter • Discuss content for monthly newsletter • General Discussion 			

IV. Closing Items

12:57 PM

A. Adjourn Meeting	Vote		
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