

CASA ACADEMY

Marketing Committee Meeting

Date and Time

Tuesday December 8, 2020 at 12:00 PM MST

Location

Join Zoom Meeting

<https://us02web.zoom.us/j/83758533894?pwd=QTl2ME1YVnZrKy9lRlpFbG1ldGcvdz09>

Meeting ID: 837 5853 3894

Passcode: 507174

One tap mobile

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Dial by your location

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Meeting ID: 837 5853 3894

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

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
Approve minutes for Marketing Committee Meeting on November 10, 2020			
II. Fundraising/Marketing			12:02 PM
A. Revisit Actionable Items - Discussion	Discuss	Tacey Clayton Cundy	25 m

	Purpose	Presenter	Time
<ul style="list-style-type: none"> • Social Media Metrics - Demography of social media traffic • Available awards by category • Press release - What's the latest? 			
B. Establish KPI's - Discussion	Discuss	Steven Brown	15 m
<ul style="list-style-type: none"> • Open discussion regarding which KPI's are most relevant based on Jesus presentation. • Discussion regarding why these KPI's are most relevant. • Discuss next action regarding press releases and what constitutes one. • Discuss CRM and data integrity actions (updating data) 			

III. Next committee meeting.

It is important given the current pandemic environment to remain flexible based on the evolving market. There have been several events over the past month [vaccine announcements, economy] that could make the market more unpredictable in the short-term. The purpose of this discussion is to gather opinions of all regarding where we think the market will be around the anticipated day of event.

- Social Media Performance Based on KPI's - Month over month. [Establishing baseline for online content]
- Discuss current macro-level landscape based on evolving pandemic situation
- Discuss recommendations based on current market conditions.

IV. Other Business			12:42 PM
A. Monthly Newsletter	Discuss	Tacey Clayton Cundy	15 m
<ul style="list-style-type: none"> • Revisit content for monthly newsletter • General Discussion 			

V. Closing Items			12:57 PM
A. Adjourn Meeting	Vote		