

# CASA ACADEMY

## Marketing Committee Meeting

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### Date and Time

Tuesday January 12, 2021 at 12:00 PM MST

### Location

Join Zoom Meeting

[https://us02web.zoom.us/j/84384733849?](https://us02web.zoom.us/j/84384733849?pwd=eINDSWVsdmVmR2ZYcnlrZ1FzZzV1QT09)

[pwd=eINDSWVsdmVmR2ZYcnlrZ1FzZzV1QT09](https://us02web.zoom.us/j/84384733849?pwd=eINDSWVsdmVmR2ZYcnlrZ1FzZzV1QT09)

Meeting ID: 843 8473 3849

Passcode: 023983

One tap mobile

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Dial by your location

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+1 929 205 6099 US (New York)

+1 301 715 8592 US (Washington D.C.)

+1 312 626 6799 US (Chicago)

Meeting ID: 843 8473 3849

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

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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.

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### Agenda

	Purpose	Presenter	Time
<b>I. Opening Items</b>			<b>12:00 PM</b>
<b>A. Record Attendance</b>			1 m
<b>B. Call the Meeting to Order</b>			
<b>C. Approve Minutes</b>	Approve Minutes	Steven Brown	1 m
Approve minutes for Marketing Committee Meeting on December 8, 2020			
<b>II. Fundraising/Marketing</b>			<b>12:02 PM</b>
<b>A. Social Media Metrics - Monthly Recap</b>	Discuss	Tacey Clayton Cundy	20 m

	<b>Purpose</b>	<b>Presenter</b>	<b>Time</b>
Jesus to give social media performance update as well as progress update regarding CRM data.			

<b>B. Adopt-A-Scholar</b>	Discuss	Tacey Clayton Cundy	30 m
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Tacey and Jesus will share initial brainstorm notes with marketing committee with regard to program. Committee will discuss and give feedback accordingly.

**III. Establish action items for next meeting** **12:52 PM**

Committee will discuss any possible action items from meeting and assign items accordingly.

<b>A. Discuss Action Items</b>	Discuss	Steven Brown	5 m
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Committee will discuss any possible action items from meeting and assign items accordingly.

**IV. Closing Items** **12:57 PM**

<b>A. Adjourn Meeting</b>	Vote		
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