

CASA ACADEMY

Marketing Committee

Date and Time

Tuesday February 9, 2021 at 12:00 PM MST

Location

Join Zoom Meeting

<https://us02web.zoom.us/j/84384733849?pwd=eINDSWVsdmVmR2ZYcnlrZ1FxZzV1QT09>

Meeting ID: 843 8473 3849

Passcode: 023983

One tap mobile

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Dial by your location

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+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>

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 January 12, 2021			
II. Fundraising/Marketing			12:02 PM
A. Social Media Metrics - Monthly Recap	Discuss	Tacey Clayton Cundy	10 m

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

B. Adopt-A-Scholar	Discuss	Tacey Clayton Cundy	20 m
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Tacey and Jesus will share social media schedule and content for Adopt-A-Scholar campaign. Committee to make recommendations if applicable.

III. Establish action items for next meeting **12:32 PM**

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

A. Discuss Action Items	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 **12:37 PM**

A. Adjourn Meeting	Vote		
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