

CASA ACADEMY

Marketing Committee

Date and Time

Tuesday March 9, 2021 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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+1 929 205 6099 US (New York)

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 on February 9, 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. Sponsor-A-Scholar - Feedback Regarding Campaign Progress	Discuss	Tacey Clayton Cundy	10 m
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Discuss current campaign and progress.

C. Social Media Platform Strategy	Discuss	Steven Brown	10 m
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With social media being front and center in the news lately let's discuss what platforms we are on, what is working and if we want to explore expanding our presence to other platforms.

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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