CASA ACADEMY

Marketing Committee

Date and Time
Wednesday April 14, 2021 at 12:00 PM MST

Location
Join Zoom Meeting
https://us02web.zoom.us/j/84384733849?
pwd=elNDSWVsdmVmR2ZYcnlrZ1FxZzV1QT09
Meeting ID: 843 8473 3849
Passcode: 023983
One tap mobile
+16699006833,,84384733849# US (San Jose)
+12532158782,,84384733849# US (Tacoma)
Dial by your location
        +1 669 900 6833 US (San Jose)
        +1 253 215 8782 US (Tacoma)
        +1 346 248 7799 US (Houston)
        +1 929 205 6099 US (New York)
        +1 301 715 8592 US (Washington DC)
        +1 312 626 6799 US (Chicago)
Meeting ID: 843 8473 3849
Find your local number: https://us02web.zoom.us/u/kdq1E3uPx9

CASA Academy Board and committee meetings will take place via conference call,
Zoom, or in person. 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
main office of CASA Academy (8123 N 35th Ave. Suite B-2 Phoenix, AZ 85051) which is
open from 8:00 a.m. to 4:30 p.m., Monday-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 March 9, 2021			
II. Fundraising/Marketing			**12:02 PM**
A. Social Media Metrics - Monthly Recap	Discuss	Jesus Picon	10 m
Jesus to give monthly social media performance update			

	Purpose	Presenter	Time
B. Research Findings (Social Media, Recruitment and Sourcing)	Discuss	Jesus Picon	30 m

Jesus to share research findings regarding the following.

- Other possible social media platforms to expand CASA's presence. (Instagram, TikTok, etc.)
- Student Recruitment Results. Current Progress.
- Recruitment Sourcing Report. How people discovered CASA.

III. Establish action items for next meeting   12:42 PM

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

	Purpose	Presenter	Time
A. Discuss Action Items	Discuss	Steven Brown	5 m

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

IV. Closing Items   12:47 PM

	Purpose
A. Adjourn Meeting	Vote