

CASA ACADEMY

Minutes

Marketing Committee Meeting

Date and Time

Monday April 30, 2018 at 12:00 PM

Location

(712) 775-7031 Meeting ID: 356-190-185 Host PIN: 5293

CASA Academy Governing Board meetings will take place at the CASA Academy campus (1500 W Maryland Ave, Phoenix, AZ 85015). 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 (1500 W Maryland Ave, Phoenix, AZ 85015), which is open from 8:00 am to 4:00 pm, Monday through Friday.

Committee Members Present

C. Chavez (remote), J. Leahy (remote), L. Martinez (remote)

Committee Members Absent

None

I. Opening Items**A. Record Attendance and Guests****B. Call the Meeting to Order**

C. Chavez called a meeting of the Marketing Committee Committee of CASA ACADEMY to order on Monday Apr 30, 2018 at 12:04 PM.

II. Marketing Committee**A. Discuss Marketing Collateral**

Branding guide:

Crystal will pull out colors with photo shop.

Crystal is putting together a PP that will house branding guide information.

We need to discuss colors, types of images. What do we want to be consistent with? Do we want to make changes?

Accent colors, tones (serious, fun, etc.). The website should only have pictures, no animations, etc. These decisions will be made after the PP is created.

The first draft of the PP will be sent over to Jenna on May 11th.

B. Social Strategy

Social media will be teacher recruitment and donors. Student recruitment will be more on-the-ground.

LinkedIn

Twitter

Facebook

Instagram

LinkedIn relies on content (blogs, videos, etc.). Let's focus on LinkedIn and Facebook for now.

Do we have google analytics on our site right now? Jenna will check.

Our goal is to generate content in September. Our goal on May 11th is to have our draft 1 social media calendar and brand guide in place.

Bank statistics, articles on ECE/ charter schools, family profiles, staff profiles for social media posts. Targeted for prospective teachers and donors. Jenna will create a google drive folder that contains these. The Board will forward articles that can be used here.

Can Mark set aside 10 minutes for Board members to write a paragraph about why they serve at CASA (along with headshot)?

III. Closing Items

A. Adjourn Meeting

C. Chavez made a motion to adjourn the meeting.

L. Martinez seconded the motion.

The committee **VOTED** unanimously to approve the motion.

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 12:41 PM.

Respectfully Submitted,
J. Leahy