

APPROVED

# CASA ACADEMY

## Minutes

### Marketing Committee Meeting

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#### **Date and Time**

Tuesday November 10, 2020 at 12:00 PM

#### **Location**

Join Zoom Meeting

<https://us02web.zoom.us/j/87509291204?pwd=ZTFiTXZFZjRrK2Vmd0pyL0dHOFVhdz09>

Meeting ID: 875 0929 1204

Passcode: 050902

One tap mobile

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Find your local number: <https://us02web.zoom.us/u/kba20Y7bog>

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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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#### **Committee Members Present**

D. Brown (remote), K. Holmes (remote), M. Tucker (remote), S. Brown (remote), T. Clayton Cundy (remote)

#### **Committee Members Absent**

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J. Norris

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## I. Opening Items

### A. Record Attendance

### B. Call the Meeting to Order

S. Brown called a meeting of the Fundraising/Marketing Committee of CASA ACADEMY to order on Tuesday Nov 10, 2020 at 12:06 PM.

### C. Approve Minutes

K. Holmes made a motion to approve the minutes from Marketing Committee Meeting on 10-06-20.

T. Clayton Cundy seconded the motion.

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

## II. Fundraising/Marketing

### A. Download from Annual Strategic Meeting

- Discussed Survey Monkey CRM. Features and value. Clean up data then use platform for engagement analytics. First focus is clean up data then establish baseline KPI's
- Discussed KPI's as a category to market for enrollment.
- Award Categories to research - Academic Excellence and Culture. Jesus to research.

### B. Actions to be Taken From Download

- Jesus to research social media to figure out what resonates with audience. Report finding at next meeting to establish KPI's
- Kody to research press releases

## III. Other Business

### A. Continue discussion regarding annual event. - Based on Strategic Meeting Feedback

- Discussed general vision of adopt-a-student.
  - Discussed communication logistics
  - Discussed possible content
- Discussed possibility of adopt-a-classroom
  - Discussed pro's and cons

- Discussed possible content
- Lower available donation from playground event increased reach.
- Will bring back ideas to next meeting.
- Possible student art auction - revisit later.

#### **B. Monthly Newsletter**

- Newsletter - Danny discussed how weekly newsletter increased engagement.
- Newsletter - Monthly for now.
- Target - Donors - How money spent, day to day, construction update, feature a student each quarter. (future add, upcoming events)

#### **IV. Closing Items**

##### **A. Adjourn Meeting**

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 12:57 PM.

Respectfully Submitted,  
S. Brown