

CASA ACADEMY

Minutes

Marketing Committee Meeting

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

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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.

Committee Members Present

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

Committee Members Absent

J. Norris

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