

# CASA ACADEMY

## Minutes

### Marketing Committee

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**Date and Time**

Tuesday February 9, 2021 at 12:00 PM

**Location**

Join Zoom Meeting

<https://us02web.zoom.us/j/84384733849?pwd=eINDSWVsdmVmR2ZYcnlrZ1FxZzV1QT09>

Meeting ID: 843 8473 3849

Passcode: 023983

One tap mobile

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Meeting ID: 843 8473 3849

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

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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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None

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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 Feb 9, 2021 at 12:32 PM.

### C. Approve Minutes

M. Tucker made a motion to approve the minutes from Marketing Committee Meeting on 01-12-21.

K. Holmes seconded the motion.

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

#### Roll Call

M. Tucker	Aye
S. Brown	Aye
T. Clayton Cundy	Aye
D. Brown	Absent
K. Holmes	Aye

## II. Fundraising/Marketing

### A. Social Media Metrics - Monthly Recap

- Discussed Facebook performance month over month.
- Facebook following grew
- Instagram has 100 followers
- Discussed social media wins from advertising

### B. Adopt-A-Scholar

## III. Establish action items for next meeting

### A. Discuss Action Items

Compare budget month over month with regard to Spanish/English distribution. - Jesus

Templates for the sponsor-a-scholar program. Sharing and emailing. - Jesus/Tacey

Next meeting - Leave time to dig into progress of campaign

#### **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 12:30 PM.

Respectfully Submitted,  
S. Brown