APPROVED

CASA ACADEMY

Minutes

Marketing Committee

Date and Time
Tuesday March 9, 2021 at 12:00 PM

Location
Join Zoom Meeting
https://us02web.zoom.us/j/83758533894?pwd=QTl2ME1YVnZrKy9lRlpFbG1ldGcvdz09
Meeting ID: 837 5853 3894
Passcode: 507174
One tap mobile
+12532158782,,83758533894# US (Tacoma)
+13462487799,,83758533894# US (Houston)
Dial by your location
+1 253 215 8782 US (Tacoma)
+1 346 248 7799 US (Houston)
+1 669 900 6833 US (San Jose)
+1 301 715 8592 US (Washington D.C)
+1 312 626 6799 US (Chicago)
+1 929 205 6099 US (New York)
Meeting ID: 837 5853 3894
Find your local number: https://us02web.zoom.us/u/kbULCreQkn

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

Committee Members Absent

D. Brown

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 Mar 9, 2021 at 12:04 PM.

C. Approve Minutes

M. Tucker made a motion to approve the minutes from Marketing Committee on 02-09-21.
K. Holmes seconded the motion.
The committee **VOTED** unanimously to approve the motion.

Roll Call

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

II. Fundraising/Marketing

A. Social Media Metrics - Monthly Recap

Jesus shared monthly metrics for month of February 2021. Discussed how Facebook has impacted enrollment and how clickthrough resulted in additional interest and students. Discussed further tweaking ad a little bit more to push further.

B. Sponsor-A-Scholar - Feedback Regarding Campaign Progress

Tacey discussed current progress of campaign. Discussed adding more tangibility to the public facing portion of the campaign. Also discussed distribution of templates to help make reaching out easier.

C. Social Media Platform Strategy

Team discussed having our followers connect with us on more than one platform.

III. Establish action items for next meeting

A.

Discuss Action Items

Jesus will research different social media platforms and showcase how we can begin to market on these platforms.

IV. Closing Items

A. Adjourn Meeting

K. Holmes made a motion to adjourn the meeting.
M. Tucker seconded the motion.
The committee **VOTED** unanimously to approve the motion.

Roll Call

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

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 12:51 PM.

Respectfully Submitted,
S. Brown