APPROVED

CASA ACADEMY

Minutes

Marketing Committee

Date and Time
Wednesday April 14, 2021 at 12:00 PM

Location
Join Zoom Meeting
https://us02web.zoom.us/j/84384733849?pwd=elNDSWVsdmVmR2ZYcnlrZ1FxZzV1QT09
Meeting ID: 843 8473 3849
Passcode: 023983
One tap mobile
+16699006833,,84384733849# US (San Jose)
+12532158782,,84384733849# US (Tacoma)
Dial by your location
+1 669 900 6833 US (San Jose)
+1 253 215 8782 US (Tacoma)
+1 346 248 7799 US (Houston)
+1 929 205 6099 US (New York)
+1 301 715 8592 US (Washington DC)
+1 312 626 6799 US (Chicago)
Meeting ID: 843 8473 3849
Find your local number: https://us02web.zoom.us/u/kdq1E3uPx9

CASA Academy Board and committee meetings will take place via conference call, Zoom, or in person. 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 main office of CASA Academy (8123 N 35th Ave. Suite B-2 Phoenix, AZ 85051) which is open from 8:00 a.m. to 4:30 p.m., Monday-Friday.

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

Committee Members Absent

None

Guests Present
Jesus Picon (remote)

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 Wednesday Apr 14, 2021 at 12:02 PM.

C. Approve Minutes

K. Holmes made a motion to approve the minutes from Marketing Committee on 03-09-21.
M. Tucker seconded the motion.
The committee **VOTED** unanimously to approve the motion.

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

II. Fundraising/Marketing

A. Social Media Metrics - Monthly Recap

- Discussed social media performance month over month.
- Plan was shared to increase engagement
- Will add call us button to make enrolling easier
- Discussed follower add metrics

B. Research Findings (Social Media, Recruitment and Sourcing)

- Discussed TikTok and Next-door app.
- Agreed to further explore Nextdoor
- Discussed re-enrollment metrics
- Discussed source metrics for new scholars

III. Establish action items for next meeting

A.

Discuss Action Items

- Jesus will launch Next door presence
- Jesus will continue to track sources for re-enrollment to split out social media sources
- Direct Mailer in process
- Will discuss sites for annual event in next meeting
- Setting the date for the event
- Add-on sponsor a scholar at event. Explore as part of annual event. Create the connection.

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

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 12:35 PM.

Respectfully Submitted,
S. Brown