

St. Anthony of Padua School

Marketing Strategies

Update to 2011-2012 Marketing plan

For the 2015-2016 school year



Archdiocese of Galveston - Houston

www.staopcs.org

Advancement Office

<u>Category</u>	<u>Strategy</u>	<u>Action Item</u>	<u>Responsibility</u>	<u>Timeline</u>	<u>Duration</u>	<u>Notes</u>
1. Address school's changing development needs						
	a. Ongoing review/adjustments of optimal structure of Advancement Office					
		i. * Identify Advancement Office roles, where most assistance is needed, and ideal structure for the future evaluating effectiveness of structure and implementing changes	M&D Committee	Ongoing		e.g. Fundraising Committee structure
		ii. Identify additional roles/ staffing needs in the Advancement Office and write job descriptions for evolving needs	M&D Committee	In process		
		iii. Restructure M&D sub-committee to remove the call for additional sub-committees.	M&D Committee	Complete		
		iv. Identify and focus on the greatest need of school Advancement.	M&D Committee	Annually		e.g. Reorganizing structure of Advancement department.
		v. Monitor, manage and adjust Advancement timeline as needed.	B. Kinch	Ongoing		

Communication

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1. Church						
	a. Increase Pastoral Leadership					
		i. Clergy to speak at masses on a regular basis (TBD) to promote school and educate parishioners that the school is a ministry of the church	Clergy / B. Kinch	Ongoing		Forwarding weekly Messenger to Parish Staff.
		ii. Send calendar event items to Pastor	Pastor / Clergy Secretary / B. Kinch	Ongoing		
		iii. Dialog with Pastor on marketing / communications items between parishioners, community, and neighboring parish, St. Simon & Jude	Clergy / Katie Tressel / B. Kinch	Ongoing		
	b. Coordination with church ministries					
		i. Continue grade level stewardship projects connected with various ministries of the church	PTO Chaplain / Religion Department	Ongoing		

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		ii. Participate in Parish's Fellowship Sundays with table and representatives	M&D Committee/B. Kinch	Monthly	As Needed	
		iii. Partner with the Knight's of Columbus to host one Friday Fish Fry	PTO	Spring	Annually	
		iv. PTO Stations of the Cross	PTO Chaplain / Religion Department	Spring	Annually	
		v. Lead worship for Friday or Holy Day daily mass	Religion Department	Ongoing	Annually	
		vi. Partner with church on various stewardship projects	Religion Department	School year	Annually	
	c. Promote current school events and student accomplishments					
		i. Submit information for monthly Parish eNewsletter	B. Kinch	Ongoing	Monthly	
		ii. Submit information for weekly bulletin school section highlighting dates, students with honors, service projects, complete and results, etc.	B. Kinch	Ongoing	Weekly	
		iii. Submit information for weekly Messenger	B. Kinch	Ongoing	Weekly	

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		iv. Collaborate with Parish to include school information within the annual Parish report	R. Nunez	August/ September	Annually	
		v. Give the school annual report, state of the school report, and other pertinent information presence on the school's web page and on social media.	B. Kinch	As soon as available	Annually	
		vi. Utilize message boards in piazza outside of Fellowship Hall and church office and on tv marquees in church office and Narthex with school events and important information	B. Kinch	Ongoing	Ongoing	11x17 poster based on a template that will be rotated as per church requirements
		vii. Link from church website to school	B. Kinch	Ongoing		
		viii. Provide copy of school Annual Report to Parish	B. Kinch	January	Annually	Link for download given to Parish during Catholic Schools Week
	d. Increase coordination with church office					
		i. Attend monthly parish staff meetings	B. Kinch/ Administration	Ongoing	Monthly	

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		ii. Regular communication with Parish Coordinator of Development, Katie Tressell	B. Kinch	Ongoing		
		iii. Increase school presence on church website, lobby tv's, and social media	B. Kinch	Ongoing		
	e. Brochure distribution					
		i. Ensure tri-folds are up to date and in a prominent place in church office	B. Kinch	Ongoing		
		ii. Identify other places to distribute marketing material and follow up (Home Finder Center, Sts. Simon and Jude, Drs/Dentists, Preschools, etc.)	B. Kinch	Ongoing		Identify volunteers to assist with placement quarterly or semi-annually
	f. Catholic Schools Week					
		i. Promote Catholic Schools Week activity schedule	B. Kinch	Ongoing	Ongoing	CSW is held annually beginning on the last Sunday of the month of January.
		ii. Hold Prospective Parent Open House	Administration/B. Kinch	Catholic Schools Week	Annually	
		iii. Catholic Schools Week Sunday mass participation	B. Kinch/Religion	National Catholic	Annually	

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		(liturgy, speakers, thank you donuts, wearing official uniforms, choir, band, altar servers, etc.)	Department	Schools Week Sunday		
		iv. Information tables/speakers, school families in uniform, pulpit announcements at St. Simon and Jude	B. Kinch / CSW Committee	Catholic Schools Week Sunday	Annually	Volunteers from M&D Committee
		v. Provide local media/publications, and area parishes without schools, with press release for CSW	B. Kinch	December	Annually	

2. School Families

a. Communicate role of the Advancement Office

i.	Send a welcome letter to all families at beginning of school year and include role of Advancement Office and website and description	B. Kinch	Ongoing	Annually	
ii.	Include an advancement page as part of the Messenger	B. Kinch	Ongoing	Ongoing	
iii.	Address families at parent information night	B. Kinch	September	Annually	

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		iv. Have parent and student organizations provide Advancement Office with a calendar of activities/events	PTO President / Booster President / Organization Chairs/ Student Council & NJHS sponsors	At end of school year for following year	Annually	Advancement Scheduling Form
3. Staff						
	a. Communicate role of the Advancement Office					
		i. Have teachers and staff provide Advancement Office with a calendar of events/activities, including extracurricular activities	Teachers and Staff	Ongoing	Annually	
		ii. Provide update on Advancement Office achievements, etc.	B. Kinch	Ongoing		
4. Community						
	a. Distinguish school from local public and private schools with emphasis on Catholic Identity and excellence					
		i. Update slideshow and video for use on website and presentations	B. Kinch	August 2015	Ongoing	
		ii. Promote elevator pitch and way to communicate it to parents/staff / school committees	B. Kinch	Ongoing	Ongoing	Present at Parent Information Night at the beginning of school year. Reminders in Advancement page of The Messenger, etc.

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		iii. Encourage participation in church ministries among students and parents	Religion Dept / PTO	Ongoing		
		iv. Update “Getting Involved” brochure	B. Kinch	May	Annually	
		v. Obtain testimonials from parents / grandparents / students / alumni to use for marketing purposes	B. Kinch	Ongoing		
	b. Update school rating websites (greatschools.net, privateschools.net, woodlandsonline.com, schooldigger.com, trulia.com, etc.)					
		i. Ensure school statistics on these site are up to date	B. Kinch / M&D Committee	ongoing	Annually	
	c. Promote annual fundraising events					
		i. Run ads/articles in The Villager, The Chronicle, The Courier, the Catholic Herald, The Catholic Heart, etc.	B. Kinch	Ongoing	Ongoing	
		ii. Submit press releases to various media.	B. Kinch	Ongoing	Ongoing	
		iii. Explore creating / maintaining other social media	B. Kinch	Ongoing	Ongoing	e.g. blog, instagram
		iv. Invite Archdiocese to attend events	B. Kinch, R. Nunez	Spring	Annually	

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		v. Invite St. Simon & Jude and surrounding churches to events	B. Kinch	Spring	Annually	
		vi. Publish information in The Messenger	B. Kinch	Ongoing	Ongoing	
	d. Participate in partner ads with other Catholic schools in the area					
		i. Connect with Archdiocese to participate in partner ads for National Catholic Schools Week	B. Kinch	December	Annually	
	e. Utilize radio ads that offer free service					
		i. KSBJ, local NPR, especially during Catholic Schools week	B. Kinch	December	Annually	
5. Alumni						
	a. Maintain contact with alumni					
		i. Maintain Facebook page for alumni	B. Kinch/	Ongoing		
		ii. Survey current 8 th grade students before graduation to see which high schools they attend	B. Kinch	May of each year	Annually	For marketing purposes and annual report
		iii. Invite alumni to speak with graduating 8 th graders on experiences	B. Kinch /K. Shamas		Annually	

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		iv. Invite alumni to receive community service hours helping in school events and certain fundraisers	B. Kinch	Ongoing	Annually	

Fundraising

<u>Category</u>	<u>Strategy</u>	<u>Action Item</u>	<u>Responsibility</u>	<u>Timeline</u>	<u>Duration</u>	<u>Notes</u>
1. Broad Reach						
	a. Selection of Fundraising Chairs					
		i. Coordinate with current chairs, SAC, and M&D to select chairs for fundraising	B. Kinch	April	Annually	
		ii. vi. Include a second collection during masses in January for school fund	B. Kinch	January	Annually	
		iii. Create end of school year fundraising achievements and thank you's letter	B. Kinch / R. Nunez	Spring	Annually	

Fundraising

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	b. Create a bridge between church and school fundraising					
		i. Coordinate fundraising events and dates with church office	B. Kinch/K. Tressel	Ongoing	Annually	
		ii. Increase annual fund reach to entire parish	B. Kinch / K. Tressel	January	Annually	During CSW
	c. Community Partners					
		i. Research and connect with possible community partners to assist in motivational incentives and school spirit days	B. Kinch / Booster Club	Ongoing	Annually	Run by Booster Club in 2015-2016
2. Internal to school						
	a. Coordinate school/club/classroom fundraisers throughout the year (e.g. book fairs, art projects, book clubs, student publications, etc.)					
		i. Coordinate with fundraising sponsors and heads of parent organizations to ensure maintaining of fundraising timeline	B. Kinch	Ongoing	Annually	
		ii. Solicit calendar of events from student organizations	B. Kinch	May 2015	Annually	
	b. Participation in Archdiocese led fundraisers					
		i. Steps for Students	B. Kinch	February	Annually	Run by Booster Club in 2015-2016.

Fundraising

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	c. Increase number of grant proposals					
		i. Investigate sources of funding through grants	B. Kinch / M&D Committee	Ongoing	Ongoing	
		ii. Investigate outsourcing some or all grant writing to a Grant Professional and other potential avenues of grant writing	B. Kinch/R. Nunez	Ongoing		

Volunteerism

<u>Category</u>	<u>Strategy</u>	<u>Action Item</u>	<u>Responsibility</u>	<u>Timeline</u>	<u>Duration</u>	<u>Notes</u>
1. Parents and Family members						
	a. Restructure volunteer program					
	i.	Work with room moms to set up information tables to solicit event volunteers at Parent Information night in September	B. Kinch	September	Annually	
	ii.	Host annual volunteer appreciation reception	B. Kinch/ CSW committee	January	Annually	During CSW
	iii.	Support efforts to recognize volunteers (thank you notes, phone calls, small social events, etc.)	PTO/B. Kinch	Ongoing		
	iv.	Update school “Guide to Getting Involved” to be given to all families	B. Kinch	May	Ongoing	Guide to Getting Involved
	b. Stewardship as part of school environment					
	i.	Market school wide monthly stewardship projects with \$1 t-shirt and jeans day	B. Kinch	Ongoing	Monthly	Add to marketing timeline
	ii.	Market annual class stewardship projects	B. Kinch	Ongoing	Annually	Add to marketing timeline

Volunteerism

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		iii. Market quarterly school wide stewardship projects	B. Kinch	Quarterly	Ongoing	Add to marketing timeline
2. Non-School Church Members & the Local Community						
	a. Seek to provide ways church members can volunteer at school		B. Kinch	Ongoing	Ongoing	
		i. Develop and identify ways to welcome church members and volunteers during Fellowship Sundays	B. Kinch	January	Annually	2015-2016 will offer a 15 th anniversary Breakfast at CSW
		ii. Include church member volunteers in any appreciation/recognition events	B. Kinch	Ongoing		

Enrollment

<u>Category</u>	<u>Strategy</u>	<u>Action Item</u>	<u>Responsibility</u>	<u>Timeline</u>	<u>Duration</u>	<u>Notes</u>
1. Recruitment						
	a. Reach out to grandparents/grandfriends					
	i.	Host a Grandparent / Grandfriend activity to bring them in with students	B. Kinch		In process	Explore lunch and/or book fair ideas
	ii.	Send Christmas cards	B. Kinch	December	Annually	
	b. PR push before and during registration					
	i.	Arrange speaking engagements at other area Catholic churches without a school (e.g., Sts. Simon and Jude)	B. Kinch	Ongoing	Annually	
	ii.	Participate in liturgy/speaking at masses during Catholic schools week before registration	B. Kinch / School families	Ongoing	Annually	
	iii.	Encourage “word of mouth” promotion of school registration dates and tours	B. Kinch	Ongoing	Annually	
	iv.	Participate in recruitment events such as School Fair at Villa Sport, the Woodlands Children’s Festival, the Woodlands Art Festival, etc.	B. Kinch	Varies	Annually	

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	c. Increase enrollment in PreK classes from beginning of school year					
		i. Review and modify school literature annually.	B. Kinch	Ongoing	Annually	
		ii. Participate community events targeting PreK age children.	B. Kinch / M&D Committee	Ongoing	Annually	e.g. Children's Festival
	d. Position school for future growth		B. Kinch/ R. Nunez/ SAC	Ongoing		
2. Retention						
	a. Be able to address beyond 8 th grade options					
		i. Obtain testimonials from alumni and teachers of alumni	B. Kinch	Ongoing		
	b. Be open and responsive to parents, accolades, concerns, and suggestions					
		i. Conduct annual survey to determine areas of weakness and strength in all aspects of the school	B. Kinch/R. Nunez	Annually	Ongoing	Look into ways to increase family participation
		ii. Maintain procedures for open communication allowing continuous feedback from parents and students	R. Nunez / B. Kinch	Ongoing		

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	d. Create a family and close-knit atmosphere					
		i. Give ongoing support to New Family Welcome Committee, and Caring Hearts prayer and help group,	B. Kinch	Ongoing	Annually	
		ii. Enlist all teachers to write thank you letters to all volunteers	B. Kinch / School Leadership Team	May	Annually	