

St. Pius V School Board Action Plan 2019-2020

Advancement and Marketing Sub-Committee

Committee Membership

CHAIR: Paul Maestranzi

MEMBERS: Cheryl Meaney,* Maureen Webb, Paul Maestranzi, Tarshene Greaves, Mary Millburn, Scott Brogan

*Sub-committee member **only**

Routine Tasks

1. Support wine tasting/Be apprised of initiatives and help inform public. Review invitation and invite alumni to wine tasting/silent auction. (ongoing)
2. Being present at Open Houses. (ongoing)
3. Reach out and recruit students from various groups in and out of the city of Lynn to increase enrollment. (Parent Ambassadors)
4. Monitor marketing/enrollment professional development completed by administrative team.

St. Pius V School School Board Goals for 2019-2020

1. To collaborate with pastor, faculty, administration, and other constituents as needed to address the enrollment, marketing, finance, and governance issues.
2. To complete the Special Progress Report for NEAS&C.

Advancement Subcommittee
Objectives 2019-2020

1. Revise and submit the current Enrollment Plan.
2. Create and monitor three-year budget plan for marketing.
3. Improve outreach to alumni, especially for the annual auction and annual appeal.
4. Draft Year Two and Year Three Actions Plans.
5. Monitor the Lynch Hispanic Recruitment Initiative.

Advancement Subcommittee
Actions 2019-2020

OBJECTIVE	ACTIONS	TIMELINE
Revise and submit the current Enrollment Plan.	<ol style="list-style-type: none"> 1. Review current Enrollment Plan. 2. Make revisions to the current Enrollment Plan. 3. Submit to board. 	<ol style="list-style-type: none"> 1. January 2020 2. January 2020 3. March 2020
Create and monitor three-year budget plan for marketing.	<ol style="list-style-type: none"> 1. Create three-year projections based on 18-19 marketing expenditures. 2. Ensure that lawn signs and new visibility banners are purchased and installed. 3. Monitor enrollment and budget expenditures. 	<ol style="list-style-type: none"> 1. October 2019 2. Late Fall 2019 3. January 2020/ March 2020
Improve outreach to alumni, especially for the annual auction and annual appeal.	<ol style="list-style-type: none"> 1. Review current newsletters. 2. Review annual appeal letter. 3. Monitor collection of email addresses. 4. Invite alumni to annual auction through the parish bulletin, website, social media, and email. 5. Solicit alumni for annual fund. 	<ol style="list-style-type: none"> 1. November 2019 January 2020 April 2020 2. April 2020 3. Ongoing 4. January and February 2020 5. April 2020
Draft Year Two and Year Three Actions Plans.	<ol style="list-style-type: none"> 1. Monitor current action plan and draft two more years of action plans. 2. Submit to Policy & Planning Sub-Committee. 	<ol style="list-style-type: none"> 1. February 2020 2. February 2020
Monitor the Lynch Hispanic Recruitment Initiative.	<ol style="list-style-type: none"> 1. Administration to provide ongoing updates as available. 	<ol style="list-style-type: none"> 1. Ongoing