

St. Pius V School Board Action Plan 2018-2019

Advancement and Marketing Sub-Committee

Committee Membership

CHAIR: Paul Maestranzi

MEMBERS: Cheryl Meaney,* Maureen Webb, Paul Maestranzi, Tarshene Greaves, Mary Millburn, Jamie DellaGatta, Joseph Locke

*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. Open House publicity (including banners, postcards, etc) / Being present at Open Houses. (ongoing)
3. Identify specific reasons for attrition of student body and develop programs/preventative measures that address the issues. (May of each year)

St. Pius V School

School Board Goals for 2018-2019

1. To collaborate with pastor, faculty, administration, and other constituents as needed to address the enrollment, marketing, finance, and governance issues.
2. To support the faculty and administration's initiative to enhance pedagogy to reach all learners.

Advancement Subcommittee
Objectives 2018-2019

1. Carry out and monitor the recently developed Enrollment Plan. (new)
2. Reach out and recruit students from various groups in and out of the city of Lynn to increase enrollment. (Partially complete in 17-18)
3. Create marketing materials to support Objective #2. (re-worded)
4. Facilitate the planning, writing and submission of one grant from a Catholic friendly foundation. (Partially complete)
5. Improve outreach to alumni, especially for the annual auction and annual appeal. (new)

Advancement Subcommittee
Actions 2018-2019

OBJECTIVE	ACTIONS	TIMELINE
Carry out and monitor the recently developed Enrollment Plan.	<ol style="list-style-type: none"> 1. Review Enrollment Plan with sub-committee. 2. Monitor Enrollment Plan as needed. 	<ol style="list-style-type: none"> 1. March 2019 2. Ongoing
Reach out and recruit students from various groups in and out of the city of Lynn to increase enrollment	<ol style="list-style-type: none"> 1. Contact grassroots child-centered organizations. 2. Provide marketing to the targeted organizations 3. Mail postcards to addresses listed in realty transfers. 4. Facilitate Parent Ambassadors to assist with outreach. 	<ol style="list-style-type: none"> 1. March 2019 2. March 2019 3. Ongoing 4. March 11, 2019
Create marketing materials to support Objective #2.	<ol style="list-style-type: none"> 1. Purchase a large “Enrollment” banner with contact information and hang banner on school. 2. Purchase and distribute lawn signs. 3. Create ads and fliers in many languages. 4. Create a postcard-size ad to place in print. 5. Create and post a promotional video at the Chamber of Commerce and school websites. 	<ol style="list-style-type: none"> 1. April 2019 2. March/April 2019 3. October 2018 4. October 2018 5. December 2018
Facilitate the planning, writing and submission of one grant from a Catholic friendly foundation.	<ol style="list-style-type: none"> 1. Identify need for which grant will be written. 2. Identify Catholic friendly foundations. 3. Identify a new graduate with marketing or writing major to write the grant. 4. Facilitate and evaluate. 	<ol style="list-style-type: none"> 1. April 2019 2. April 2019 3. May 2019 4. Based on grant schedule and calendar.
Improve outreach to alumni, especially for the annual auction and annual appeal.	<ol style="list-style-type: none"> 1. Review and update alumni email and address database. 2. Invite alumni to annual auction through the parish bulletin, website, social media, and email. 3. Solicit alumni for annual fund. 	<ol style="list-style-type: none"> 1. March 2019 2. March 2019 3. May 2019