

St. Pius V School Board Action Plan 2017-2018

Advancement and Marketing Sub-Committee

Committee Membership

CHAIR: Paul Maestranzi

MEMBERS: Cheryl Meaney,* Maureen Webb, Paul Maestranzi, Scott Brogan, Tarnise Greaves, Mary Millburn, Bob Connolly

*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 2017-2018

1. To encourage and support new fundraisers and the school's initiative to increase enrollment.
2. To collaborate with faculty and administration to address the enrollment and marketing issues.
3. To support the faculty and administration's initiative to enhance pedagogy to reach all learners.

Advancement Subcommittee
Objectives 2017-2018

1. Reach out and recruit students from various groups in the city. (Partially complete in 16-17)
2. Establish best practices to approach with marketing materials. (Not complete in 16-17)
3. Research ways to “drive” people to the school’s website. Emphasize extracurricular activities. (Partially complete in 16-17)
4. Facilitate the planning, writing and submission of one grant from a Catholic friendly foundation. (New in 17-18)
5. Plan and implement visibility signage. (New in 17-18)

Advancement Subcommittee
Actions 2017-2018

OBJECTIVE	ACTIONS	TIMELINE
Reach out and recruit students from various groups in the city.	<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. Mail “Happy Baptism” cards to parishioners who have had children baptized. 	<ol style="list-style-type: none"> 1. Jan. 2018 2. Jan. 2018 3. Jan. 2018 4. Ongoing
Establish best practices to approach with marketing materials.	<ol style="list-style-type: none"> 1. Invite principal of Chevrus School and to present to sub-committee or whole board. 2. Implement best practices. 3. Test suggested approaches. 	<ol style="list-style-type: none"> 1. January 2018 2. January 2018 3. January-November 2018
Research ways to “drive” people to the school’s website. Emphasize extracurricular activities.	<ol style="list-style-type: none"> 1. Initiate the website 2. Link all social media to new website. 3. Establish ongoing procedures for updating social media. 	<ol style="list-style-type: none"> 1. Oct./Nov. 2017 2. Oct./Nov. 2017 3. Dec. 2017
Facilitate the planning, writing and submission of one grant from a Catholic friendly foundation. (New in 17-18)	<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. November 2017 2. November 2017 3. Dec./Jan. 2017-18 4. Based on grant schedule and calendar.
Plan and implement visibility signage.	<ol style="list-style-type: none"> 1. Research cost and installation of banners. 2. Design and order banners. 3. Install banners 	<ol style="list-style-type: none"> 1. Fall 2017 2. Jan./Feb. 2018 3. Spring 2018