

EDUCATION COMMISSION
Marketing/PR/Webmaster Report
September 2010

- 1.** Website visitors for August totaled 9,020. Created new sections on parish pages for Bill Johnson and the parish music programs as well as a new page for the Centennial celebration for next year with links to all committees and planned activities. Revisions are made daily on many pages.
- 2.** A big thank you to “Host/Welcomer” families who contacted “new-to-system” families in August. Sent a paragraph “thank you” to Jim and Tressa and asked that they post in their next h/s letter.
- 3.** October “Family” publication deadline - September 10. Mailing mid-October. As of Sunday, September 5, about 35% complete and formatted for graphics.
- 4.** Each 2010 graduate’s parents received a letter late in August informing them of our plan to send their children an alum survival package in early October. Have already received 12 responses (with student’s address) of the 41 graduates with deadline set for September 17. Many comments of thanks by parents on those forms.
- 5.** At suggestion of committee member, John Reidl and consensus of other members, Curriculum Review Committee to meet in September as first follow-up meeting from last year’s activity. Now with the first two weeks of school complete and having given principals a chance to get things under way, I’ll send out an email to all members this week fielding possible dates.
- 6.** Concentration on attracting preschool enrollment is underway. Luncheon planned for Thursday, October 28, for prospective parents of preschool students for 2011-2012 school year. Radio advertising in place; text agreed upon; recording next week. Mailing lists in process of completion. Invite will be sent third week of September. Follow-up “Montessori Kids at Night” program planned for early November. Visit to MOMS group in Mansfield will be requested for December or January so we to re-ignite interest for Open House in early February.
- 7.** Retention schedule (through 2009-2010 school year) was submitted at last month’s meeting. Highest losses for 2009-2010 in grade 9 (16 students). Largest new enrollment at grade 9 (15 students—most deanery Catholic junior high students). Highest net loss grade 10 (10 students). A few approached me about names of families on those lists. I will bring to the October meeting.
- 8.** At the request of Sam Chamberlin, tech support at SP, I have been investigating possibility of redirecting DNS through our website host so all staff can have email addresses with name@mansfieldstpeters.org. At this point, looks as though we would need to change the plan of our host site, resulting in increased charges each month—minimal at that but Sam not convinced it’s worth it. He’ll check into it further.
- 9.** Scheduling my visits to Catholic deanery junior high schools this coming week with visits to take place in latter part of September. Monthly postcard mailings to all junior high deanery students then start in October. Also will attempt to schedule a visit to our own SP sixth graders and Shelby St. Mary’s sixth graders (they have no junior high). Photos of deanery junior high students attending SPHS will be taken, by parish, hopefully in next week or so—need to schedule a good date that works with high school schedule.
- 10.** Continue to promote and receive nominations for the fall 2011 St. Peter’s Hall of Fame. Event will take place in late October or early November 2011. So far, have about 35 nominations. I will reconvene the committee in late spring to review nominees and select inductees.

Respectfully submitted, Kathy Morris, Marketing/PR/Webmaster