

EDUCATION COMMISSION
Marketing/PR/Webmaster Report
August 2010

1. Website visitors for May, June, July were 9,137 and 7,260 and 6,791 respectively. Began embedding several WMFD video clips onto SP website in April/May to test capability of website for such. Delayed from spring having trouble with Moviemaker on my system in editing/posting to YouTube. Took instruction over the summer on Adobe Premiere Elements. In September will begin recording/posting video on the SP website.
2. “Host/Welcomer” veteran families will be notified (hopefully this week) of their “new family” contact as soon as I receive information from building principals on “new to SP” students/families. Have 36 families who offered to be host/welcome families and call a new family and welcome them to SP in August.
3. October “Family” publication deadline - September 10. Mailing mid-October. Good selection of articles and volunteer authors. Format/graphics—pretty much stay the same but after three years, going to a new color scheme to change things up a bit--a refreshing new look but still recognizable at first glance that it is "Family".
4. June GradAd billboards received 99% good feedback. Each graduate received a table-top acrylic frame from Lind Outdoor of the billboard on which they appear. Mailed two extra copies of “Grad Ad” “Family” centerfold from Express Printing for framing/distribution to graduates in June. When mailing, I suggested graduates entertain the idea of sending a thank you to both companies for such. Sent email contacts for both.
5. Curriculum Review Committee to meet in September as first follow-up meeting from last year’s activity.
6. In addition to promoting all grade levels as usual each year, this year will concentrate more heavily on attracting preschool enrollment with a host of various projects and events I presented in a May meeting to Jim, Bev and Tina. Retention rate of preschool students to elementary grades is very good.
7. Retention schedule (through 2009-2010 school year) is **attached**. 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).

Highest Losses

Entering-grade 9 (16 students)
Entering-grade 10 (11 students)
Entering-grade 11 (8 students)
Entering-grade 6 (8 students)

Largest New Enrollment

Entering-grade 9 (15 students)
Entering-grade 7 (9 students)
Entering-grade 3 (8 students)
Entering-grade 4 (7 students)

Highest Net Loss

Entering-grade 10 (10 students)
Entering-grade 6 (7 students)
Entering-grade 11 (5 students)
Entering-grade 5 (5 students)

National studies show most movement from one school to another usually occurs in lower grade levels as parents “shop around.” Largest number of students leaving SP for 2009-2010 school year: (grades 7 thru 12 – 50 students vs. grades 2-6 – 22 students; K to 1st grade students leaving not recorded). Overall, even though we are successful in attracting “new” students (78 for 2009-2010), we have been unable to grow the school because of retention dilemma (72+ for 2009-2010).

8. Tressa hopes to have Come and See Us Day events (perhaps separately with each deanery school) prior to January. Visits to those schools that usually happened in the fall have not been happening. Deanery schools are a huge market for us—account for most of our new 9th graders. Other than my usual visit to those schools to say hello and collect student address lists in September for monthly postcard mailings that start in October, I will also offer to visit with those junior high students so we touch base with them at least once prior to their visit to SP for Come and See Us. Will invite Tressa and Father Tony to join me. Also want to emphasize recruiting our own SP sixth grades and Shelby St. Mary’s sixth graders to SP junior high with planned visits, etc.

Respectfully submitted, Kathy Morris, Marketing/PR/Webmaster