

EDUCATION COMMISSION
Marketing/PR/Webmaster Report
February 2010

- 1.** Over the next few weeks, I will be videotaping several people (pastor, principals) to display YouTube video to embed on the SP website. Do not have digital video cameras that take YouTube-ready .avi format but do have the software on my computer (Windows Movie Maker) to edit video and output to a YouTube-user-friendly Quicktime file. Have determined YouTube to be the most cost effective while, at the same time, providing security. Access for posting videos is done with username and password by me as webmaster.
- 2.** “What’s Happening” responses resulting in NJ lower than at this point last year. Our rep explains that seldom now do they receive permission to cover an “event” at most schools in the area. Weekly lists, however, are continuing to be sent to both NJ and WMFD. We’ve had a good share of WMFD coverage this year.
- 3.** February “Family” should arrive in mailboxes this week or next. Thanks to all those who made it possible—authors, data base managers, our graphics person (Cathy Anatra) and the printing company. Similar to last year, Joan Gemzer reported to me that so far this fiscal year, “new” (never given or not given in last year’s drive) ATD donors total 109 for \$10,549. Of the 109, 47 are local zip, 62 out of town. Ninety-two of the 109 new are alum. This convinces me that the “Family” publication is connecting or re-connecting people, especially in-town and out-of-town alum, to SP.
- 4.** Will ask parents in March for interest in being a “Host/Welcomer” for this summer to families new to SP for the 2010-2011 school year.
- 5.** Met with Bill Johnson (musical director) and Jim Cox (director) of the spring parish/school musical. Will assist them in preparation of advertising and program/tickets. This year’s performance will be “Carnival”.
- 6.** Delivered small, double-sided card-stock K-KE brochures to some Daycare centers and preschools in town that do not have their own kindergarten programs. Unfortunately, First Presbyterian will have their own kindergarten program for the 2010-2011 school year—usually a small draw for us at SP.
- 7.** “Entrance” questionnaires sent out last week to find out what attracted new SP families to our school and how. Will compile results and report summaries either next month or April, depending on how quickly they are returned.
- 8.** Four private schools (St. Mary, Discovery, Mansfield Christian and SP) have rented a booth for the annual Chamber Business Expo. Focus will be distributing info on our own schools as well as opportunity for EdChoice. Grace Christian, previously a partner with the four of us these past three years, will be closing at the end of this school year so they will not participate.
- 9.** Curriculum Review Committee to meet again in latter part of March to hear from principals of any follow-up action taken from recommendations of that committee.
- 10.** Venue through which we will “congratulate” our 2010 grads at SP will be billboards most likely along with the centerfold of the June “Family” magazine. Am working now with Maura Siegenthaler of Lind Outdoor to find a way of doing this with cost comparable to previous years’ NJ ad costs.
- 11.** Will follow up our Open House event with a mailing in latter part of February, reminding families to call with questions, contact us for another visit, etc.
- 12.** Catholic Schools Week activities were varied, well presented and enjoyed by many. Principals might report since they planned many of those activities. Letters written by SPS students/parishioners of home deanery parishes (including SP) were to read aloud by pastors for “Thank Our Parishioners Day” Mass on Sunday, January 31.

Respectfully submitted,
Kathy Morris, Marketing/PR/Webmaster