

EDUCATION COMMISSION
Marketing/PR/Webmaster Report
March 2011

(1) Website visitors for January and February were 9,901 and 8,752 respectively. Posting videos to secure SP YouTube account set up last spring. New home page is now up. Have worked on this for the past few months, obtaining quotes from alum, parishioner, parent, teacher for front page.

| Summary by Month | | | | | | | | | | |
|--------------------------|-----------|-------|-------|--------|----------------|------------------|--------------|---------------|----------------|----------------|
| Month | Daily Avg | | | | Monthly Totals | | | | | |
| | Hits | Files | Pages | Visits | Sites | KBytes | Visits | Pages | Files | Hits |
| Mar 2011 | 11780 | 7605 | 865 | 267 | 860 | 4858796 | 1071 | 3462 | 30420 | 47122 |
| Feb 2011 | 11190 | 7855 | 926 | 312 | 4164 | 35121440 | 8752 | 25931 | 219952 | 313330 |
| Jan 2011 | 10404 | 7120 | 929 | 319 | 4286 | 34547882 | 9901 | 28812 | 220738 | 322528 |
| Dec 2010 | 8881 | 6460 | 908 | 312 | 4372 | 33792188 | 9672 | 28163 | 200261 | 275332 |
| Nov 2010 | 8825 | 6124 | 888 | 302 | 3901 | 30262783 | 9086 | 26669 | 183731 | 264759 |
| Oct 2010 | 15307 | 10865 | 950 | 306 | 3839 | 46046409 | 9507 | 29462 | 336842 | 474538 |
| Sep 2010 | 17529 | 12906 | 1033 | 310 | 3588 | 47221095 | 9324 | 31004 | 387202 | 525890 |
| Aug 2010 | 16807 | 13225 | 909 | 290 | 3951 | 47806005 | 9020 | 28200 | 410005 | 521023 |
| Jul 2010 | 8563 | 7050 | 571 | 211 | 3384 | 25383404 | 6546 | 17726 | 218575 | 265480 |
| Jun 2010 | 15495 | 11498 | 684 | 242 | 3408 | 40772304 | 7260 | 20524 | 344962 | 464861 |
| May 2010 | 20805 | 13836 | 884 | 294 | 3789 | 51137753 | 9137 | 27414 | 428921 | 644984 |
| Apr 2010 | 17508 | 12521 | 868 | 291 | 3936 | 41564848 | 8755 | 26043 | 375648 | 525247 |
| Totals | | | | | | 438514906 | 98031 | 293410 | 3357257 | 4645094 |

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(2) Open House advertising included NJ ad, vinyl banners (thanks to Lind Outdoor for hanging), “What To Do” free radio announcement, deanery bulletin announcements, and monthly postcard to SP and other deanery junior high students.

(3) Sarah Pechan from School Choice Ohio (Columbus) met with us and other school principals in Mansfield who accept EdChoice to inform of how new governor will affect the idea of school choice, not necessarily with budget dollars but other measures. Legislation introduced making families eligible based on income level (not school building status). School choice involves programs in place (EdChoice is one of them) already and the prospect for more. Rally planned for late March.

(5) Coordinating collaborative efforts for EdChoice among area principals who accept students. Included NJ ad announcing start of EdChoice application-enrollment period for 2011-2012 school year. We will also participate in the Chamber Business Expo on March 22 at Fairgrounds where we share a booth.

(4) February “Family” publication mailed. Working on outline and with guest authors for June’s issue.

(5) THANK YOU booklets were distributed after masses Saturday/Sunday of CSW to parishioners for “Thank Our Parishioners” day. Many thanks to all parents/students who helped distribute.

- (6)** Final plans in place for March 10 event—Kindergartener For An Evening. Invited parents, their families and, in particular, their child(ren) who will be of Kindergarten age for the 2011-2012 school year. Mailed to all parishioners with 4- and 5-year old children; free radio on What To Do; NJ advertisement; bulletin announcement; H/S envelope/email announcement.
- (7)** Exit/Entrance q-airres mailed. Summary reported in April or May after many have been accumulated. Entrance q-airres will be mailed mid-March.
- (8)** Beginning work on Grad Ad 2011—will be centerfold for “Family” this June. Because obtaining permission from each photographer last year was a long process but a “must” for copyright, billboards in July will highlight accomplishments of graduates as a class with a photo of the entire class (from graduation day or May crowning) on each billboard.
- (9)** More jars of blue/white M&Ms with thank you note distributed the last few weeks to latest group of SP community friends nominated by staff for special thanks.
- (10)** Set up “Goodsearch.com” account for search engine possibility. Encouraged parents/parishioners to use it for fundraising opportunity for SP School. Info through bulletin to parishioners and through H/S envelope/email by elementary and jrhi/hs.
- (11)** Banners designed and ordered for Jubilee of Anniversaries including parade banner, downtown square banners and front church steps light post banners. Thanks to Todd at Tridico for assistance on this project.
- (12)** Continue to receive Hall of Fame nominations. Deadline is May 1. Contacting committee members for May meeting to determine inductees for fall 2011 event.