

EDUCATION COMMISSION
Marketing/PR/Webmaster Report
November 2010

1. Website visitors for October totaled 9,507. In early October as I do each fall, all pages of the school website were printed and delivered to the administrator or staff member whose info is on those pages. All were received back with noted revision and all revisions on all those pages have been completed—so info is very current.

Summary by Month										
Month	Daily Avg					Monthly Totals				
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Nov 2010	8613	5725	979	335	980	3594911	1342	3919	22903	34455
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
Mar 2010	18858	12686	938	322	4144	47772275	10011	29085	393279	584625
Feb 2010	17552	12985	920	311	4326	47309728	8734	25769	363606	491477
Jan 2010	12632	8903	849	293	3819	31058541	9094	26321	276016	391602
Dec 2009	13796	10018	832	267	3786	33430701	8288	25810	310563	427676
Totals						463097974	97018	291277	3868522	5351858

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2. October “Family” publication should have reached mailboxes by now. February issue will include much info about 2011 St. Peter’s Anniversary Jubilee. New graphics are fresh and have been well received.

3. Curriculum Review Committee meeting was held Monday, October 25. Determinations: (a) we will meet again in March 2011 (b) small group representing the committee will meet with faculties before March to present overall synopsis of the committee’s discussion/recommendations and principals’ action steps to these recommendations at this point. Point raised by Tressa as to why faculty was not included in the committee meetings. So that there is no confusion--my response to her at the October 25 meeting is explained through excerpts of my email to faculty on October 13, 2009, after our first committee meeting in early October 2009—result of many faculty asking me about the committee’s purpose since many had not been informed of it.

... During the last few months of the 2008-2009 school year, discussion took place at several EdComm meetings about courses and curriculum at St. Peter's School. Jim, Beverly, Tressa and I sat down one day in April and, after some discussion, we agreed a committee could look at our across-the-grade-level curriculum and provide opinion as to what we are doing well, whom we are serving well, and what changes, if any, we might consider to better prepare all students as they journey from first grade to college.

The next meeting in May included Tressa, Jim, and Bev and, additionally, Jerry and Melissa. At that meeting, all six of us brought to the table the names of those whom we would like to serve on the committee. That entire list of names was agreed upon without exception. It includes those who teach/work in higher education, area business leaders,

administrators from elementary schools and high schools in northern Ohio, and SPS parents. We also discussed a timeline that included a mailing to committee members in July and the first meeting in fall 2009. The July mailing was comprised of course of study info supplied by our administration, a school brochure, and materials summarizing or referencing state and diocesan requirements for high school graduation.

The committee's purpose is to review and discuss academic programs across the grade levels. The ultimate goal is to recommend any changes in course offerings particularly in relationship to schedule planners and/or requirements that would maximize academic challenge and academic opportunity to all students. **These committee members are lending expertise from their fields and from their insight we hope to compile a list of suggestions for continual innovative learning here at St. Peter's. As suggested at our May meeting, coupled with administration agreement, this committee will recommend. It will be the prerogative of the administration to incorporate any changes, particularly in light of budget and staffing. . . .**

4. Concentration on attracting preschool enrollment is still underway throughout this year. The first event—Montessori Luncheon—went well on October 28 for prospective parents of preschool students for 2011-2012 school year. Follow-up “Montessori Kids at Night” program planned for early November. MOMS group in Mansfield will host an information night and Jim/Tina will present. Jim can present more on this topic.
5. Retention schedule (through 2009-2010 school year) was submitted at last month’s meeting. **Attached** list includes names of students who did not return from 2008-2009 to 2009-2010 school year. Point-in-time reference is school yearbook. Concerning number of students not returning, especially at high school grade levels. We cannot grow if we do not retain.
6. Getting ready to send out Exit q-airres to those families who did not return this school year and Entrance q-airres to those families new to SP. More disturbing news this year with “non-returning” students (lists sent to me by secretaries): 39 in jrhi/hs and 37 in elementary. Most affected grade levels: 3rd grade – 8 not returning; 8th grade – 8 not returning; 11th grade – 11 not returning.
7. My visits to Catholic deanery junior high schools are complete. I met with students for a brief presentation on the high school mission and programs. Received address lists from principals. Monthly postcard mailings to all junior high deanery students will begin late 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 now attending SPHS were part of that presentation so jrhi students can identify with someone they know. Hopefully, Come and See Us Days will be planned yet for the fall as Tressa relayed her plan to do so in an email to me last spring. Students looking forward to those visits.
8. Alum care packages mailed to SPHS graduates. Some graduates from the parish who attended public school were included in this mailing as a result of inviting parents through a bulletin announcement.
9. Alumni Visitation Day plans well under way. At this point, I have 17 alum who have responded to my email and are planning on being with SPHS students on Wednesday, December 15. Many thanks to Tressa and Mike Mulherin for their parts in that event.
10. Responsibilities in preparation for Jubilee of Anniversaries in 2011 includes planning banners for downtown light poles--working with Tridicio and Downtown Mansfield on that. Also helping Bill Johnson write the history booklet. Updating pages of the website as events are scheduled and adding detail as it becomes available. Also prepping pages for the February “Family” so alum and others know of events and are able to make plans to attend. Notecards (with steeple logo) ordered and now in Parish Center gift store.
11. Thanksgiving cards will be mailed to all families who did not return to SP this year—across all grade levels—just as we did last year. Thank you to school secretaries for providing names/addresses, etc. I will also be sending out exit questionnaires in early December to these same families.