

**EDUCATION COMMISSION**  
**Marketing/PR/Webmaster Report**  
**September 2011**

- 1) Website-annual revisions being made now. Will also carry through to info in school brochure. Biennial printing of brochure scheduled for late September. New graphics for Development/Alumni section including new page for Dunn Foundation. Also creating new pages for Athletic Boosters. Still averaging about 9,500 visitors each month with summer months slightly less.
- 2) Hall of Fame dinner and program to be held October 22 at Masonic Temple. Inductees elected and notified. Planning is complete with ticket reservations incoming. Sister Bernard Marie and Sister Paula will co-emcee the evening's program. Appropriate with the October celebration of the 140<sup>th</sup> anniversary of the Franciscan Sisters. Father Hite will provide invocation, congratulatory words and present award to the inductees.
- 3) Microsoft Tag: plan to put on school brochures and other literature, etc. Will demonstrate at meeting.
- 4) Fall Luncheon – host with arrival of a new pastor. “State of the School” opportunity and meet/greet for Father Hite to community realtors, area ministers/pastors, business leaders, community leaders, civic association leaders. Date: TBD.
- 5) Senior survey – suggested at May EdComm meeting. Anyone interested in helping to put a survey together? I have started researching good questions by looking at other online surveys.
- 6) Host/Welcomer Program: thank you to all veteran SP parents who offered to call a new family, welcome them to SP, and answer questions. We had 32 host families.
- 7) I will visit deanery school principals in mid-September to obtain junior high names/addresses and begin monthly postcards in early October and continue through March. Two different monthly postcards will also serve as free admission to the prospective student and one parent to an athletic event. Father Hite would like to have “Come and See Us” days take place in the fall vs. after Open House.
- 8) “I Love My Job”: scheduled for both Sam Chamberlin and Dave Evans on WMFD. Good way to advertise technology in the school buildings.
- 9) Alum care package: letter sent to parents; now receiving 2011 alum addresses. Care package will be mailed in early October. Will bring sample to meeting.
- 10) “Roam the Halls” program (Mass/tour/lunch): will schedule the first one for this new school year for October. Purpose is to invite parishioners to see a typical school day and thank them for their support of SPS.
- 11) Retention Schedule through the 2010-2011 school year attached. Concern again this year is the number of students who leave SP after a vested interest for a good length of time.
- 12) Stepped back from position of “Family” editor after June 2011 issue; new editor is doing an excellent job for the upcoming October issue.
- 13) Quotes from SP students, alum and staff will be posted in each weekly bulletin. I have also asked the principals to use one (or more) in each of their home/school letters/emails.
- 14) Curriculum Review Committee—will meet in fall to consider continuation of input for curriculum items.
- 15) Med Central Physician Recruiter Office – will host new personnel in that office during a visit next week to familiarize them with SP School for recommendations to doctors considering a move to Mansfield.
- 16) Planning schedule of “free” computer classes to SP and area deanery parishioners in thanks for their support of SP School.

*Respectfully submitted,*  
*Kathy Morris, Marketing/PR/Webmaster*