

EDUCATION COMMISSION
Marketing/PR/Webmaster Report
August 2009

1. October issue of St. Peter's "Family" deadline for September 25, 2009. Again, have a number of parishioners, alum, and school parents writing for this publication.

2. Curriculum Review Committee members notified of September meeting—the first of what we hope to be several to discuss SP curriculum (grades 1-12) resulting in recommendations of what to retain and change. Mailing to all committee members went out in July with the request they review summaries of curriculum programs across grade levels. Membership comprised of some internal staff and many from outside SP who have expertise in the area of curriculum/technology.

3. Looking at other options for "Grad Ad" for June 2010. With circulation numbers way down for printed NJ, looking to do something else for a congrats—billboards perhaps. Cost would, more than likely, end up being less for two or even three billboards.

4. Will prepare new retention report (inclusive of 2009-2010) to be distributed in October or November—once school pics are taken since that is our measuring stick for "point in time" enrollment. Cause for concern from my standpoint continues to be our retention rate from year to year. We are losing too many students. New enrollments are steady and at a higher % than many diocesan schools. Have received exit q-aires from most families who left SP grades 1-6 last year; received no q-aires from families who left jrhi/hs. As outlined in the Strategic Plan in an effort to retrieve information and with agreement in August 2009 from principals, those exit q-aires were to have been distributed to families throughout the school year as they made arrangements to leave and were requesting school records. Will hope for better results this year. In the meantime, exit/entrance q-aires will be sent to new families and families not returning for this 2009-2010 school year.

5. Annual revision of website will begin in early September. Biennial printing of school brochures will also occur in September—as early as possible since our supply is completely gone. Request for changes will be made soon to all appropriate administrators, etc., with completion by me on the site and to printer by the end of September. It is important to keep things updated and current.

6. Will request from parents of SPSHS Class of '09 current (college, etc.) addresses in the next few weeks in order to send "care package" to those alum whose parents respond. Will also use email addresses obtained to invite them to the Alum Visitation Day to take place in December again this year.

7. Will visit deanery schools in early September to obtain name/address lists of junior high students and will begin monthly postcard mailings in October. Will explain to students the purpose of these monthly communications.

8. Emphasis this year will be importance of preschool during collaboration among EdChoice participating schools (Discovery, Mansfield Christian, Grace Christian, St. Mary's, St. Peter's). Would like to entertain the idea, too, of inviting other area preschools to participate in sustaining advertising costs of promoting preschool options in Mansfield.

Respectfully submitted,
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Marketing/PR/Webmaster