

EDUCATION COMMISSION
Marketing/PR/Webmaster Report
January 2009

1. SP parish/school website now averaging 8,113 visitors each month for last eight months. Just finished revising the “Ministry” page and the “Parish Staff” page (previously “General Information”) with the suggestions of Sheila Hershiser. Thank you, Sheila. Always looking for ways to generate new pages and better manipulation by the user of existing pages.

Also working on SEO (Search Engine Optimization) coding for each page of the site. For example, main page code changes have already resulted with SP appearing in top five schools when searching “Mansfield, Ohio schools” whereas we were previously on the second page in the listing 6-10. Coding is a page-by-page process and will take several months to complete. Any ideas for website, please let me know.

2. Working on next publication (due out in mid-February) for the new parish/school/alum publication, “St. Peter’s Family”. Deadline for stories is January 25. Outline is full for this issue and already half-full for June issue. Ideas? Stories? Let us know. Cost will be reduced by 1/5 of previous issues due to “deal” the printing company struck with the paper supplier. Recipient count is right around 5,100.

Joan Gemzer reported additional ATD monies received after October 2008 issue of “Family” was mailed from those who are considered “new donors” (never given or have not given to ATD in last year’s drive) and live out of town. She could tell from response envelope print that the donors had used the one inserted in “Family”. Hoping the publication continues to grow in many respects, that one included.

3. On Monday, January 12, we will be taping for WMFD Doug Theaker’s “I Love My Job” about the SP Montessori Preschool/Kindergarten program. This segment will air in the week or two following the taping—good advertising of the program in time for Open House. This is free.

4. On Thursday, December 18, second “Alum Visitation Day” went very well! Designed for SPS seniors to visit with alum who have graduated in last four years to talk about prep for college, adjustments to college, etc. Thanks to Mike Mulherin who agreed to emcee this program thru senior theology classes. Question of participant interest thru October publication and emailing those alum who have email addresses registered with SPS. Twenty alum signed up and visited this year.

5. “What’s Happening” responses have warranted NJ coverage now totaling \$9,878 relative to “ad size” charge. Thanks to those staff who faithfully respond to “What’s Happening” queries with the resulting list of events sent weekly to both NJ and WMFD.

6. Administrators and marketing reps from the area schools accepting EdChoice applications have been meeting these past two months to collaborate on promotion of EdChoice program. We will be taping on at WMFD with Doug Theaker’s “I Love My Job”, hosting a morning discussion meeting with state legislators on Friday, January 30, at St. Peter’s, and doing a News Journal ad in early February advertising EdChoice. Five schools working together are St. Peter’s, St. Mary’s, Discovery School, Mansfield Christian, and Grace Christian. Have been communicating with personnel at School Choice Ohio. They are doing postcards in January/February throughout Ohio as well as personal phone calls—all this to eligible families in each district.

7. Advertising set for March Open House billboard (two locations) and newspaper.

Questions/comments/suggestions? Please let me know.

Respectfully submitted,

Kathy Morris
Marketing/PR/Webmaster