

**Marketing Committee Minutes**  
**September 9, 2009**

Attendees: Terri Duch, Jennifer Neitzel, Jenny Geneseo, Joan Bouza, Rusty Beckham, Tia Hahn

1. Community Flier Update - first mailing went out in August; ~2900 fliers mailed / 3000 printed. Next mailing will advertise Open House during Catholic School week. Terri suggested mailing first week of January versus end of October. Will discuss at School Committee and next Marketing meeting for a decision when to mail.
2. Marketing Budget - need to reset Marketing budget for the 2009-2010 school year. Based on budget, committee will decide which options are feasible this year. **Joan will raise this issue at October School committee meeting.**
3. Round-table to gather Marketing ideas for 2009-2010 School year
  - a. Community outreach - communication approaches and ideas gathered are:
    - Billboard (cost ~\$2000 for one year)
    - Placemats (cost ~\$200 for 2,000); give to local restaurants to use
    - FaceBook website for Parent & Alumni - **Jennifer Neitzel to investigate**
    - Spring Fling - event held at the school; invite the public; select theme
    - Newspaper - ruled out Midland and BC Times paper; consider online advertisement
    - Email push - consider when new church directory is created and email addresses are collected from the Parishioners
    - Cornfest Parade Float - Float theme: ~100 years in the community
    - School brochures to local Daycare
    - AACS table at Relay for Life in June 2010
  - b. Parish outreach - communication approaches for current parish families:
    - Tuition incentives - script rebate, etc back to the families
    - Parent and student testimonials at end of mass; ex: "Why I go to a Catholic School" during Catholic Schools week along with Open House
    - Baptismal anniversary cards - continue to send cards to children (infant thru pre-school age) on the month of their baptism anniversary
    - School brochures - **Rusty to update to new format**, matching flier and placemats.
    - Distribute to new parish families at time of registration: **Terri to validate these are part of the new family packet.**
    - School visibility - display school work at both churches; **Terri to coordinate.**

Next Meeting: October 7, 2009