

**Marketing Committee Minutes**  
**November 4, 2009**

Attendees: Terri Duch, Joan Bouza, Rusty Beckham,

1. Community Flier Update - Next mailing will advertise AACS Open House during Catholic School week. The fliers will be sent first week of January. Joan & Rusty will work with QRP to update the fliers with details on the Open House to be held Wednesday, January 27th.
2. Marketing Budget - due to the cost of the community flier, the focus for marketing will be on parish outreach activities, thus minimizing additional expenses.
3. Parish outreach - communication approaches for current parish families:
  - Tuition incentives - Terri to discuss with Fr. Tom after his absence.
  - AACS bulletin ad - Terri to discuss with Fr. Tom after his absence.
  - Parent and student testimonials at end of mass; Parents to share "Why I go to a Catholic School" during Catholic Schools week along with Open House
  - Baptismal anniversary cards - Terri to discuss updating current designs with Kelly Deming for the 2010 mailings
  - Baptismal gift - Terri to pursue cost of bibs with "Future graduate of AACS" screen-printed as a gift for new babies baptized in the parish.
  - School logo / letterhead - Rusty to propose new design
  - School visibility - Terri displayed school work at both churches.
  - Faith Saginaw - Rusty & Joan crafting a summary of fall activities and submit To Faith Saginaw for Winter 2010 publication.

Next Meeting: December 9, 2009