

St. Lawrence School
Marketing Committee Meeting Minutes

Date: December 13, 2016

Time: 5:00-6:20 pm

Location: Deacon Hall Room #2

1. Opening Prayer and Welcoming Remarks (Mr. Arvizzigno)
 - a. Discussed Marketing Committee's accomplishments from 2015-2016 school year
 - i. School Video on website
 - ii. Designed flyer (used in Church Bulletins, passed out to touring families, etc.)
 - iii. 2000 postcards mailed out to targeted families
 - iv. Launched a Facebook page
 - v. Increased photo collection of preschool students
 - vi. Placed signs out in front of school
 - vii. Updated school website homepage
2. Preschool Program Advertising
 - a. Will create new advertising campaign that targets a new and expanded preschool program
 - i. Create new flyers, signs and mailer (Ms. Kennedy)
 - ii. Increase Facebook posts that highlight the current preschool (Ms. Boulis)
 - iii. Increase opportunities for families and children to come tour our preschool
 1. Have a preschool Meet and Greet shortly after Catholic School Week
3. Flyer for Church Christmas Bulletin
 - a. Due December 15th (Ms. Kennedy)
4. Signs
 - a. Get new/bigger road signs up in front of school and around the community
5. Postcard Mailing
 - a. Target age group of 1-5 this time
 - b. Mail out should happen right after Christmas break
6. Flyer and Brochure
 - a. Post around the community in local businesses, coffee shops, Wegmans, etc. (Ms. Boulis)
 - b. Update Brochure to reflect school changes (i.e. remove 6th grade)
7. Social Media
 - a. Look into Instagram (Ms. Boulis)
 - b. Create Web Banner on Facebook page (Ms. Kennedy)
 - c. Create a "challenge" for families (i.e. pay it forward)
8. Open House
 - a. Need to create strong presentation for Preschool open house
9. Marketing Project Updates (Ms. Kennedy)
 - a. Photos and write up for WROC 8
 - b. Discussed changes/updates to brochure, flyers and mailers
10. Closing Prayer at 6:20 (Mr. Arvizzigno)

Minutes Submitted By Randi Boulis