



## Marketing Committee Meeting Agenda

Wednesday, December 13, 2017

(In attendance: Mr. Arvizzigno, Mrs. Boulis, Mrs. Kennedy, and Mrs. Morgan)

6:00 PM - Opening Prayer and Welcoming Remarks (Frank Arvizzigno)

6:05 PM - Diocesan Social Media Guide (Frank Arvizzigno)

- Mr. Arvizzigno shared the DOR Social Media Guide regarding ways in which they are encouraging the Catholic Schools to use social media.
- We are already doing many of the suggestions; for example, regular Facebook and Instagram posts.
- Other ideas include: getting more teacher pictures and submissions, having a regular monthly or weekly topic (community service, alumni highlights, student highlights, classroom projects, etc.).
- Mrs. Boulis will look into "Boosting" on Facebook to enlarge the reach our stories have into other demographics.
- Mrs. Boulis will also move forward in consolidating two separate Facebook pages that were created for St. Lawrence School.
- Mrs. Boulis will resend the Parent Social Media Survey to Mrs. McLaren to share with families for input on where to concentrate our efforts in regards to social media.

6:20 PM - Updates on Marketing Goals 2017-2018 (Christine Kennedy)

- Our goal/priority is to get the word out about St. Lawrence School.
- Mrs. Kennedy brought a variety of samples for a St. Lawrence School flyer. This will be included in the St. Lawrence Christmas bulletin and will be offered to other area churches that do not currently have a school affiliation. The flyer is due to Fr. Chase by Thursday, December 14<sup>th</sup> to be included in the Christmas bulletin.
- A large poster will be created from this flyer and displayed at the church entrance.
- Road Signs will be used again this year.
- Mrs. Kennedy will be creating a design for lawn signs and window clings.
- Possibly look into a larger vinyl sign (similar to the Walkathon sign) that can say Enrolling Now...or something similar.

6:40 PM - Closing Prayer (Frank Arvizzigno)