

St. Lawrence School

Marketing Committee Meeting Minutes

Date: March 22, 2017

Time: 5:00pm

Location: Deacon Hall, Room #4

In Attendance: Frank Arvizzigno, Randi Boulis, Tina McAuliffe, Christine Kennedy,
Lisa Martone, Terri Morgan

1. Opening Prayer and Welcoming Remarks (Mr. Arvizzigno)

2. Recap of Current Marketing Initiatives (Mr. Arvizzigno)

- Kids Out and About:
 1. St. Lawrence School is advertised under preschools as well as under general elementary schools
 2. Being included in this format brings our school up to a higher level when entering our name in a google search (more exposure)
 3. Ad was updated to be more generic for longer use
- Parent Magazine:
 1. Quarter page ad in Jan/Feb (had preschool/kindergarten visit dates) and March/April (more generalized)

3. Preschool Information Night

- There was a good turnout with a high interest. Positive feedback for the wider variety of options for preschool program.

4. Visit Days

- Turnout was strong over the two days; this is something that will be considered again for next year.
- On contact sheet for Visit Days as well as other tours for new families we ask, “How did you hear about St. Lawrence School?” The overwhelming response was through word of mouth (friends, family member/self-attended St. Lawrence, parishioner of St. Lawrence)
- Information was included in church bulletins where there is not a Catholic School affiliated (Mother of Sorrows, St. John’s, St. Leo’s of Hilton, St. John’s Spencerport, St. Charles Borromeo)

5. Fliers/Posters

- Poster was blown up and placed at St. Lawrence Church
- Posters were allowed in some area businesses
- Fliers were sent electronically to area churches to be included in bulletins

6. Postcard Mailing

- 2000 postcards, targeted mailing. Very few came back undelivered, most likely due to the address including “Current Resident” ensuring that postcards were dropped off at all locations with residents.

7. Road Signs

- They are up and look good by the roadside. They were taken down due to weather but are now back up.
- It was brought up to possibly offer the road signs for our families to place in their yards for advertising.

8. Brochures/Folders

- Folders have been updated to include a logo sticker for the front and include the new updated brochures; more professional looking

9. Social Media including Instagram and Facebook

- **Facebook:**
 - ◆ Could we include a link on the website for easier access?
 - ◆ We NEED more pictures from school to post on Facebook and Instagram; looking for ways to make it as easy as possible for teachers and staff to send to Ms. Boulis. Mr. Arvizzigno making plea to St. Lawrence faculty and staff (There may be incentives to entice more pictures. 😊)
 - ◆ A “Do Good” project was discussed where school and home could coordinate to post pictures of St. Lawrence students doing good. It could maybe have a Lenten tie in. “100 Acts of Kindness” could be coordinated with the Outreach Committee
- **Instagram:** early stages and not many followers (st.lawrence_rochester)
There are Instagram program set-ups where you can get “likes”; Ms. Kennedy, Ms. Boulis and Ms. Martone making contacts about options.
- The DOR has a marketing contact that we can reach out to for support and coordination of efforts; Becca Delaney and Mr. Arvizzigno is in contact)
- Reaching out to alumni in a coordinated effort such as an Alumni Committee. This could piggy back off what the DOR is currently doing with their highlights of Rochester Catholic School Alumni.
 - ◆ Ms. Kennedy is looking into a program that she participated in that will build community with all Catholic Schools by organizing community events to expose more families to the school community.
 - ◆ Discussed ways to involve alumni more; creating a database for St. Lawrence School alumni in order to reach out and invite them to school functions, provide opportunities to visit the school
 - ◆ Creating a database would require a lot of time and effort to go back and coordinate names and addresses
 - ◆ Alumni access would also give graduates chances for networking
 - ◆ Continue to highlight St. Lawrence School graduates for inclusion on Facebook and Instagram as well as Rochester Catholic Schools for free publicity