



Marketing Committee Meeting Minutes

Wednesday, November 15, 2017 in Deacon Hall at 6:00pm

In attendance: Frank Arvizzigno, Christine Kennedy, Randi Boulis, Terri Morgan

Recap of 2016-2017 Marketing Initiatives (Frank Arvizzigno)

- Created video for the website. It is not in need of updating currently.
- Handed out fliers to local parishes and local businesses (Wegmans, libraries, Town Center)
- Page in the St. Lawrence Church Christmas bulletin and poster up at St. Lawrence Church during the Christmas masses
- Updated the brochure; highlighting the changing preschool program
- Updated the registration package
- Facebook page updated frequently; teachers have increased sending pictures mostly through texting, which is the easiest way for Mrs. Boulis.
- Mrs. Kennedy clarified information on the usage of Instagram. Mrs. Boulis will send out a survey to our families asking which ways they use social media to try and get to where we should focus our efforts (Facebook, Instagram, Twitter, etc.)
- DOR encouraging Catholic Schools to link or change the way social media is set up; Facebook advertisements will pop up so that St. Lawrence School will pop-up in people's newsfeed
- When searching for schools in Greece, reviews pop up. Some searches are connected, so when you review one time it will pop up on other searches. (Zillow, Google, Niche, Great Schools, etc.)
- Would like more parents to put up reviews about their positive experiences at St. Lawrence School.
- Mrs. Boulis will reach out to parents that she knows to start with, asking them to write a review about their experience at St. Lawrence.
- Road signs were created and put out on the street, we did lose a few due to the weather.
- Increased opportunities to visit the school to advertise the expanded preschool program.

- Kids Out and About online and Parents Magazine advertisements.
- Preschool enrollment is strong this year.
- What was the feedback regarding where they heard about St. Lawrence? word of mouth, website, signs, parishes ~ mostly word of mouth

Marketing Goals for 2017-2018 School Year (Christine Kennedy)

- Which form of advertising had the most positive effect? Not a lot of people mentioned hearing about our school through mailings. Signs and word of mouth seemed to have the most impact. This is where we should focus our money and time.
- Implementing Family Lawn signs, Mrs. Gizzi as a possible resource. Strategically placed, "A Student from St. Lawrence lives here", "Proud Parent of a St. Lawrence Student"; something catchy that will draw them in.
- Comparing the sign cost to the cost of the postcard mailing.
- Window clings for the car; Big City fundraiser for St. Lawrence School Spirit wear; handing out the clings throughout the year.
- Facebook Testimonial campaign, tie into Alumni; "Web Banners" ~ Tipping Point
- Create an alumni event and tie it into a Career Day (famous people who have gone to St. Lawrence School) Have the kids celebrate the alumni...What to call it? Something with community. Creating a mini-viral thing that can take off.
- Catholic Schools Week to tie into an alumni event
- Newspaper ad, "Congratulations to a student on being the valedictorian of your high school from your St. Lawrence School family" or something similar
- The last few consecutive valedictorians at Aquinas have been St. Lawrence School alumni; maybe have St. Lawrence School community celebrate through newspapers a congratulations.
- We would like to continue to advertise in Kids Out and About; hitting preschool and elementary schools depending on the cost. Parent Magazine is a little more expensive.
- Mr. Arvizzigno will check into how many responses from people visiting our school shared that they heard from us via these ads and/or postcard ads to determine whether it is money worth spending.
- Brochure will continue and may not need to be updated
- January visit days: 1/16 and 1/25 from 9:00am-9:30am

Respectfully submitted ~ Terri Morgan