

Mount Saint Mary Academy
Marketing Committee Meeting
April 10, 2017

Attendees: Shannon Sullivan, Jennifer Jedow, Holly Ellison

Email Communications from the school:

- The suggestion was made to put together various lists to include current parents, former parents, alumni, etc. These lists could be used to communicate with different audiences about events, fundraisers, enrollment and the like.

School Auction:

- Jen Jedow will speak with Jill about sending out a follow-up email to the school community with details on how much was raised and how close we are to meeting the goal.
- Some ideas for next year's event included moving the event "off campus" and sending out a list of items up for bid in advance.

New Event Ideas:

- The school may consider making events like the Fall Tailgate more of an open house for current students, prospective students and the community. The idea would be that we could show off our school to more people this way.
- Mid-summer, weekday BYOB (Bring Your Own BBQ) event to keep the school community connected and engaged over the long break.
- Continue Shorty's Nights throughout the summer as another way to stay connected to the school community and raise a few dollars.

Additional Suggestions:

- Development of a more inclusive school calendar so that parents know when share fairs, performances, prayer services, etc. will take place. This would be sent out at the beginning of the school year.
- Implementation of a "buddy program" for families that are new to the Mount to help with new parent orientation.

Action Items:

- Jen to coordinate an update from the board on the principal hiring search to go out before April vacation. This will also include promotion of the enrollment incentive for current families when a new family is brought in. It will also notify the school community about a date change for the next PTA meeting due to the conflict with the board meeting on the original date of 4/18. New date: **May 8th at 6:00 pm.**

- Jen will lead the charge in developing a survey that will go out to parents to gauge interest in different events, fundraisers and marketing strategies. We will discuss the results at the next Marketing meeting on 5/8.
- Holly will follow-up with Kathy Moran about the ideas around new parent “buddy program”

Next Marketing Committee meeting will be held on May 22 or 23.