



St. Monica Catholic School

Marketing Communications Enrollment Advancement Plans

2023-2026



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Mission

THE **M.O.R.E.** FACTOR

A **M**ission **O**rdered towards **R**eaching **E**ternal life!

At St. Monica Catholic School, our mission is to partner with families to offer a Christ-centered education where students are nurtured to develop the whole person through service, a vigorous academic program, and opportunities for dynamic extra-curricular activities. Rooted in Catholic values, we are dedicated to guiding our students to the Truth, Beauty, and Goodness of the Catholic faith in partnership with vigorous academic curriculum. Through fostering a strong faith formation, we aim to help our students and families to become a light in the world, a community of future saints, and leaders.



School Priorities

The school priorities are largely based around the four C's that Mr. Beery rolled out at the beginning of the 2019-20 school year. The four C's are as follows:

1. Catholic Faith – As a Catholic School, our faith life is paramount to our Mission. If we are truly guiding our students to Eternal Life than we need to be living our faith. I will be increasing retreat opportunities, continue our progress to a curriculum built with Christ at the center, and continue the exposure that our students have to the Mass and the Sacraments. It should be obvious to anyone who walks through our doors that our faith is foremost on our minds.
2. Community – Our community is who we are. The culture that is created within our community can be our greatest evangelization tool. Therefore, I will focusing on making sure that our community identity is reflected by our school policies and the things that we share through marketing and social media.
3. Communication – I find that the more informed people are, the more invested they can be in what is going on. I aim to create transparency between the school and everyone in the community. This starts with emails from me to community when things need to be known, continued use of our social media sites, and communications between teachers and parents. I will also be continuing the series of roundtables that were started last year as a way to keep open paths of communication. Have a question or comment? Feel free to email me at jbeery@stmonicakzoo.org
4. Collaboration – When we work together to offer the best opportunities for education to our students, everyone wins. This is true within our school community but also within our diocesan community. I am looking forward to working with service organization to complete service projects, other catholic schools to create a larger sense of community, local businesses to pull off amazing fundraisers, and our local communities so that we can be a beacon of what it means to be living out our education through Truth, Beauty, and Goodness.



Marketing

First Goal:

Attract and retain more students across all grades and Early Childhood.

Strategy I:

Recruit using our Social Media accounts.

- Optimize the use of Facebook, Twitter, and Instagram to share information about what is going on in the school.
- Share events and important dates on social media accounts to support emails being sent from the school.
- Live stream parts of special events so that others can see what is going on at the school.

Strategy II:

Use the school website page to promote the school.

- Update the school website to reflect current information.
- Check monthly to make sure that links and shortcuts are active.
- Make sure the website information is posted in the church bulletins, the signage out front, and as many communications as possible.

Strategy III:

Have principal or enrollment director reach out after tours. Utilize our family ambassador program and special activities to retain families.

- Continue to schedule and host events that will encourage new and current families to come together in fellowship.
- Use family ambassadors to help families find other families that can help them become more active in the community.
- Reinforce a robust and long-term Ambassador program that communicates sees families communicating at least once a semester.



Second Goal:

Create a consistent public brand that shares our Mission and our current efforts through fresh and consistent social media.

Strategy I:

Use our Social Media accounts to promote our growth towards a Catholic Liberal Arts Education (CLAE) approach.

- Use social media to share the new things taking place in our classrooms.
- Share parts of lessons and evidence of student work related to CLAE.
- Live stream parts of special events so that others can see what is going on at the school.

Strategy II:

Create videos and other marketing materials that will share what is going on in the classroom with the public.

- Continue to work with Lisbon Creative to produce videos that capture our student body experience.
- Seek out other opportunities to create marketing materials that will be used to reach the public.

Strategy III:

Have a consistent presence and brand with our local parishes.

- Work with local pastors to make sure that we have current materials in each church.
- At least twice a year, visit local parishes to be present for parishioners after Masses.



Third Goal:

Secure sources of funding to put towards marketing efforts.

Strategy I:

Reach out to families and individuals who have shown an interest in our marketing efforts.

- With the assistance of the Advancement office, identify families or individuals that would likely give support specifically to our marketing efforts.
- During special events and get together through the school, identify community members that are interesting in helping with and donating to marketing materials.
- Distribute marketing materials to community members to share with others that they know.

Strategy II:

Seek out grants and other sources of funding for marketing efforts.

- Keep an eye out for grant opportunities through local, state, and federal sources.
- Consider businesses that would be willing to assist in our marketing efforts.
 - Maintain a list of community owned businesses and reach out quarterly.
- Utilize the skills of community members to create marketing materials.

Strategy III:

Collaborate with the Catholic School of Greater Kalamazoo and the Diocese of Kalamazoo on marketing efforts to minimize costs.

- Reduce marketing costs by 50% over a four year span.
- Collaborate with the CSGK Enrollment Director to create and distribute marketing materials that highlight each of the three schools.
- Work with a Diocesan representative to create and distribute marketing materials that highlight our school within the Diocese.



Fourth Goal:

Assess current marketing strategies and adjust annually.

Strategy I:

Establish a marketing subcommittee to meet annually.

- Create a marketing subcommittee with members of different backgrounds who are interested in evaluating our marketing strategies and materials.
- Task the committee with review and updating the school marketing plan at least every three years.

Strategy II:

Annually determine community perception of the value of the school. (Based off of a goal from the Diocesan Strategic Plan)

- Implement plans that address public perception and highlights that value of a Catholic Education.
- Seek feedback from the community about what they feel is what sets us apart and highlight that idea for marketing purposes.
 - Survey 10-15 selected families annually.

Strategy III:

Collaborate with Partners in Mission and other sources to learn the newest ideas in school marketing.

- Attend seminars, webinars, and trainings with Partners in Mission to stay up-to-date on marketing best practices.
- Seek out other sources that can be used to determine new, or best, practices in school marketing.



Communications

First Goal:

Ensure that the school community believes that they receive important information through communications from the school.

Strategy I:

Establish a weekly email from the principal.

- These weekly emails should contain important information and deeper explanations of why things are happening or why decisions are made.
- Reminders of important dates should be included.
- These should include a faith piece that links to our school mission.

Strategy II:

Notifications are sent almost daily when important information is available.

- These should include dates and brief descriptions of events or other considerations.
- These should also include information from extra-curricular groups and from the parish.

Strategy III:

Host a town hall meeting two to three times a year.

- These meetings should have a general theme but also allow time for question and answer sessions regarding ongoing things for the school.
- Exit surveys should be completed to determine if community members feel that they are receiving enough information during the meetings.



Second Goal:

Ensure that the community is properly informed on important dates and events.

Strategy I:

Use our Social Media accounts to relay important information and dates.

- Keep the informational posts brief.
- Create events with specific information whenever possible.
- Make sure posts are similar and share the same information across each platform.

Strategy II:

Make sure communications from the school include important dates for upcoming events.

- Every weekly communication should relay upcoming events with information.
- Each notification from the school should also relay upcoming events with their information.

Strategy III:

Hosting two or three town hall meetings per year.

- These meetings should have a general theme but also allow time for question and answer sessions regarding ongoing things for the school.
- Exit surveys should be completed to determine if community members feel that they are receiving enough information during the meetings.



Third Goal:

Use communications from the school to inform and educate the community on important faith and education concepts.

Strategy I:

Include information on faith and education concepts as part of weekly communications.

- Include links to appropriate research and information that is deemed educational for the community.
- Use this information to assist in explaining why certain practices are used in the classrooms or why certain decisions are being made.

Strategy II:

Host two to three town hall meetings annually.

- Along with Q & A sessions, these meetings should be focused on the education of parents in specific areas, whether faith-based or educational.
- Changing up the content allows us to grow as a community and to get everyone together to share ideas.



Enrollment

First Goal:

Attract and retain more students across all grades and Early Childhood.

Strategy I:

Recruit using our Social Media accounts.

- Optimize the use of Facebook, Twitter, and Instagram to share information about what is going on in the school.
- Share events and important dates on social media accounts to support emails being sent from the school.
- Live stream parts of special events so that others can see what is going on at the school.

Strategy II:

Use the school website page to promote the school and establish a virtual tour.

- Update the school website to reflect current information.
- Check monthly to make sure that links and shortcuts are active.
- Make sure the website information is posted in the church bulletins, the signage out front, and as many communications as possible.
- The virtual tour should give families enough information to pull them into our website for more information.

Strategy III:

Utilize our family ambassador program and special activities to bring in and retain families.

- Continue to schedule and host events that will encourage new and current families to come together in fellowship.
- Use the family ambassadors to help families find other families that can help them become more active in the community.
- Work to reach out to minority groups that may not normally be targeted.



Second Goal:

Emphasize tuition assistance as an option to alleviate the financial aspect of enrollment decisions.

Strategy I:

Communicate the available tuition assistance available through the parish and CSGK.

- With the assistance of the Advancement office, identify families or individuals that would likely give support specifically to our marketing efforts.
- During special events and get together through the school, identify community members that are interesting in helping with and donating to marketing materials.
- Distribute marketing materials to community members to share with others that they know.

Strategy II:

Seek out other sources of funding for tuition assistance.

- Consider businesses or individuals that would be willing to assist in our efforts to ensure every child can receive a Catholic education.
- Work with the CSGK Advancement office to identify donors that are interested in giving, specifically to tuition assistance.

Strategy III:

Collaborate with the Diocese of Kalamazoo on advancement and enrollment efforts.

- Work with a Diocesan representative to create and distribute marketing materials that highlight our school within the Diocese.
- Work with the Office of Schools to make sure that advancement and enrollment efforts are in line with best practices across the Diocese.



Third Goal:

Assess current enrollment annually.

Strategy I:

Establish an enrollment subcommittee to meet annually.

- Create an enrollment subcommittee with members of different backgrounds who are interested in evaluating our enrollment and what we need to do to attract more students and keep the ones that we have.
- Task the committee with review and updating the school's enrollment plan at least every three years.

Strategy II:

Annually determine community perception of the value of the school. (Based off of a goal from the Diocesan Strategic Plan)

- Implement plans that address public perception and highlights that value of a Catholic Education.
- Seek feedback from the community about what they feel is what sets us apart and highlight that idea for marketing purposes.

Strategy III:

Seek feedback from the community about what positives and negatives they are seeing that could affect enrollment.

- Use surveys or other data collection tools to seek input on the public perception that may be affecting enrollment.
- Use data that is collected, to adjust current practices to meet the needs and expectations of the community.



Advancement

First Goal:

Recognize and show appreciation to current and potential donors.

Strategy I:

Acknowledge donors that make specific projects and materials possible.

- Optimize the use of Facebook, Twitter, and Instagram to share donor supported projects and materials for the school.
- Recognize donors at our school support events.

Strategy II:

Give hand written acknowledgements for donations and an explanation of how the funds will assist our students.

- If funds directly impact students, hand written thank yous can be sent to the donors.
- Administration can hand write thank yous to donors that explain the intent of how funds will be used.



Second Goal:

Secure new sources of funding for our school.

Strategy I:

Reach out to families and individuals who have given donations to the school in the past.

- With the assistance of the CSGK Advancement office, identify families or individuals that would likely give support, specifically to our school.
- During special events and get-togethers through the school, identify community members that are interesting in helping with and donating to specific programs for the school.
- Invite donors to special events so that they can see some of what their donations are being put towards.

Strategy II:

Seek out grants and other sources of funding for school projects.

- Keep an eye out for grant opportunities through local, state, and federal sources.
- Encourage teachers to seek grants for classroom projects and materials.
- Utilize the skills of community members to offset expenses of projects and school needs.

Strategy III:

Collaborate with the Catholic School of Greater Kalamazoo and the Diocese of Kalamazoo on marketing efforts to minimize costs.

- Work with representatives to create and adjust Advancement plans that will benefit every school system.
- Work with Partners in Mission to make sure that our Advancement practices are current.



School Improvement Team

Jordon Beery – Principal

Fr. Russell Homic - Pastor

Jen Crawford – Middle School Math Teacher

Zach Wilson – 4th Grade Teacher

Sonya Dumont – Kindergarten Teacher

Bridget Cousino – Administrative Assistant