

St. William Catholic School

School Marketing Plan

2008 – 2009

Step 1: Mission Statement

Question for guidance – Who are we? Who do we serve? How do we serve them? What are the limits of what we do? Does everyone have a shared understanding of our mission? How does our individual school mission fit into our vicariate’s mission and vision as well as AOD guidelines as defined in the Together in Faith process?

The mission and vision of St. William School is

Step 2: Situation Analysis

Question for guidance – What are the past experiences relative to your school’s financial, human and capital resources? What are the economic and demographic trends in your neighborhood? Have you conducted a SWOT analysis? (Strengths/Weaknesses/Opportunities/Threats)? What marketing opportunities can be identified from your SWOT analysis?

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • staff talent and devotion • new teachers and new ideas • devoted families • school community • good facilities • adaptability • smaller teaching class size • math program • parent involvement • resource room • intervention/support • full day kindergarten program • child care before/after school at JLH • great ideas of how to 	<ul style="list-style-type: none"> • forgetting our purpose • no formal marketing leader/plan/support • limited mentoring/professional outreach • exposure to the community due to lack of roadside presence • tools/technology and physical structure outdated • limited financial resources • poorly integrated sacramental prep • division between school/after school 	<ul style="list-style-type: none"> • structured mentoring program • using our church more often with staff • commitment to children • consistent value system • parish leadership to become more fully interactive with school • detail expectations and involve parents in helping children reach or exceed them • parishes in area without Catholic schools 	<ul style="list-style-type: none"> • in-sniping without being proactive due to burn-out • economy • appearance • technology- inability to update at fast enough rate • declining enrollment • movement to public schools prior to gr. 8 • school closing possibility • teacher lay offs • other Catholic schools in the surrounding area • local public school districts offer strong

<ul style="list-style-type: none"> move forward informative website strong/caring school and church leadership communication system 	<ul style="list-style-type: none"> programs leadership needing to adapt/change total parental involvement unable to engage ethnic minorities/members clergy presence in the school lack of people to make a strong marketing program tuition costs only one classroom/grade level 	<ul style="list-style-type: none"> Chaldean community Keeping tuition stable Before and after school care/programs 	<ul style="list-style-type: none"> academic programs market share of students to schools that are 'perceived' to be better
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Step 3: Market Research

Questions for guidance—Why did current school parents choose our school? Why do some parents choose other schools? What does the community think of our school? What are public school officials saying about our school? Who is our competition?

What is our school's image/position in the community?		
Image Statement	Is it a strength or Weakness?	Identified opportunity to market or improve
<ul style="list-style-type: none"> academic achievements physical plant- inside and outside choose other schools lacks community presence when people become aware, they are pleasantly surprised conservative Catholic school low community awareness 	<ul style="list-style-type: none"> not widely known- W rebuild of structure needed- W support staff/resource room- S reading and math small instructional groups- S transition to public school little draw to the school/parish- W lack of visibility, community awareness and promotion- W we are able to offer so much- S 	

Step 4: Identify Target Segments

Questions for guidance— What types of parents are most likely to choose our school? What types of parents might choose our school if we make them aware of our strengths? What financial resources exist to answer price questions?

Market Segment Group	Why this group?	Perceived benefit to school
<ul style="list-style-type: none"> professionals 50-70 years old young families- committed to 		

<ul style="list-style-type: none"> maintaining Catholic identity • young professionals • grandparents • non-Catholics • promote to those who would want religious instruction and values • parents who want small instructional size classes • our own parish • surrounding parishes without schools • transferees (real offices) • surrounding day cares • surrounding businesses 		
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Step 5: Marketing Goal/s

Questions for guidance- What is our school's most important or critical issue? What do we need to do to address this issue? How do we achieve our goal/s? What resources do we already have to achieve the goal/s? What additional resources do we need to succeed?

Critical Issues

- gossiping/in fighting
- lack of continual assessments for students
- lack of cohesive professional development
- increase enrollment
- financial stability
- providing educational parity with public schools
- visibility of building
- poor facility
- lack of parish leadership involvement
- lack of needed resources
- lack of physical room for expansion
- lack of vicariate and diocesan initiatives to help sustain Catholic schools
- increasing community awareness

Key Messages

- provide structured professional development and curriculum/assessment workshops
- consistent value system
- academic excellence
- homily involvement
- Catholic influence
- Values taught and practiced
- Flexibility to meet individual student needs
- Small class size
- Family involvement

- Excellent preparation for HS and college
- Continue to develop marketing awareness plans
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Resources

- small staff
- access to church for spiritual support
- great staff
- involved parents
- Catholic community/parish
- Active parishioners
- Tuition
- Grant writing
- Parish subsidy
- Archdiocesan support to increase dialogue with parishes without schools

Goal/s

- specific \$ and time set for professional development
- set staff goals yearly
- upgrade lounge and staff areas
- increase enrollment
- develop message and promotional strategy
- bring technology into school
- improve facility
- develop perception of school to the parish and surrounding community
- development of perception of our graduates and their successes
- reach out to parishes without schools
- improve education within a Catholic environment

Step 6: Marketing Strategies

Questions for guidance- How are we going to accomplish our goal/s? What actions will we take? What is the timetable? What are the targets and how will we measure the results? Does our individual school strategy fit into our vicariate's mission and vision as well as AOD guidelines as defined in the Together in Faith process?

Goal #1:

- **develop diocesan and vicariate mission statement on Catholic education**

Strategy A:

- partner with local parishes without schools

Strategy B:

- host a vicariate conference on Catholic education or series of 4 speakers in the fall 08

Strategy C:

- begin an alumni organization of St. William graduates

Goal #2:
<ul style="list-style-type: none"> • to make our school known to the surrounding community
Strategy A: <ul style="list-style-type: none"> • color, electronic sign to post achievements, functions, etc./improve local exposure to school activity with more visible display boards
Strategy B: <ul style="list-style-type: none"> • advertise year round rather than just during Catholic Schools Week
Strategy C: <ul style="list-style-type: none"> • get our students out into the community – parades/festivals/art fairs
Goal #3:
<ul style="list-style-type: none"> • increase enrollment
Strategy A: <ul style="list-style-type: none"> • diocesan support of parish schools
Strategy B: <ul style="list-style-type: none"> • develop promotional strategies
Strategy C: <ul style="list-style-type: none"> • increase usage of technology in instructional methods
Goal #4:
<ul style="list-style-type: none"> • bring staff together in professional atmosphere to build bonds based upon our talents/students
Strategy A: <ul style="list-style-type: none"> • create calendar of professional development
Strategy B: <ul style="list-style-type: none"> • spruce up lounge
Strategy C: <ul style="list-style-type: none"> • create follow-up strategy (mentors, feedback sheets, etc.)

Step 7: Marketing Tactics

Goal #1: develop diocesan and vicariate mission statement on Catholic education				
Strategy A: partner with local parishes without schools				
Tactic	Person Responsible	Cost/Funding Source	Timeline/Deadline	Effectiveness
Get copy of current statement	Dean Whitehead		Update due	

from Sr. Mary			4/22/08	
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Goal #1: develop diocesan and vicariate mission statement on Catholic education

Strategy B: host a vicariate conference on Catholic education or series of 4 speakers in the fall 08

Tactic	Person Responsible	Cost/Funding Source	Timeline/Deadline	Effectiveness
Set up speaker nights in the fall Obtain mailing list	Lori Zoulek	PSA – Dad's	Report dates Jul08	

Goal #1: develop diocesan and vicariate mission statement on Catholic education

Strategy C: begin an alumni organization of St. William graduates

Tactic	Person Responsible	Cost/Funding Source	Timeline/Deadline	Effectiveness
Find Alumni director from alumni families – program discussed by Tom Byrne				

Goal #2: to make our school known to the surrounding community

Strategy A: color, electronic sign to post achievements, functions, etc./improve local exposure to school activity with more visible display boards TEMPORARY – ALTERNATE – electronic sign about \$31,000 – need to fundraise for it...

Tactic	Person Responsible	Cost/Funding Source	Timeline/Deadline	Effectiveness
To call Eagle printing	Anne			

Goal #2: to make our school known to the surrounding community

Strategy B: advertise year round rather than just during Catholic Schools Week

Tactic	Person Responsible	Cost/Funding Source	Timeline/Deadline	Effectiveness
Create a St. William school blurb each week for the church	Anne Donato		weekly	

bulletin				
Tactic Get pricing for the Metro Parent newspaper	Person Responsible Terry Dulzo to report pricing	Cost/Funding Source	Timeline/Deadline 4/22/08	Effectiveness
Tactic Advertise in the monthly vicariate section for our school	Person Responsible ???????	Cost/Funding Source	Timeline/Deadline	Effectiveness
Tactic Packets/trigold/cards pricing from Joe Boulus	Person Responsible Terry Dulzo Anne Donato	Cost/Funding Source	Timeline/Deadline 4/22/08	Effectiveness

Goal #2: to make our school known to the surrounding community

Strategy C: get our students out into the community – parades/festivals/art fairs

Tactic Organize students for the Memorial Day parade	Person Responsible ?????????	Cost/Funding Source	Timeline/Deadline	Effectiveness
Tactic Market days in W.L. - August	Person Responsible ????????????	Cost/Funding Source	Timeline/Deadline	Effectiveness
Tactic	Person Responsible	Cost/Funding Source	Timeline/Deadline	Effectiveness

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Goal #3: increase enrollment

Strategy A: diocesan support of parish schools

Tactic	Person Responsible	Cost/Funding Source	Timeline/Deadline	Effectiveness

Goal #3: increase enrollment

Strategy B: develop promotional strategies

Tactic	Person Responsible	Cost/Funding Source	Timeline/Deadline	Effectiveness

Goal #3: increase enrollment

Strategy C: increase usage of technology in instructional methods

Tactic	Person Responsible	Cost/Funding Source	Timeline/Deadline	Effectiveness

Goal #4: bring staff together in professional atmosphere to build bonds based upon our talents/students

Strategy A: create calendar of professional development

Tactic	Person Responsible	Cost/Funding Source	Timeline/Deadline	Effectiveness
Anne Donato				

Goal #4: bring staff together in professional atmosphere to build bonds based upon our talents/students				
Strategy B: spruce up lounge				
Tactic	Person Responsible	Cost/Funding Source	Timeline/Deadline	Effectiveness
Anne Donato				

Goal #4: bring staff together in professional atmosphere to build bonds based upon our talents/students				
Strategy C: create follow-up strategy (mentors, feedback sheets, etc.)				
Tactic	Person Responsible	Cost/Funding Source	Timeline/Deadline	Effectiveness
Anne Donato				

Step 8: Evaluation

Questions for guidance – Did we achieve our goal/s? Which strategies should we continue? Did we accomplish our tactics? What have we learned? What are the new targets created from this evaluation?

Goal	Strategy	Tactic	Results	Next Steps
Goal	Strategy	Tactic	Results	Next Steps
Goal	Strategy	Tactic	Results	Next Steps
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Goal	Strategy	Tactic	Results	Next Steps