**[School Name] Catholic School**

**Enrollment Management and Marketing Planning**

*Marketing Plan Development*

***From the Evaluation Rubric:***

*Benchmark 5 - The Marketing Plan reflects the recruitment and retention goals for each school year and the strategies and actions identified to achieve them.*

Based on the recruitment and retention goals, strategies and actions that you have written in your Enrollment Management Plan, use this worksheet to plan marketing activities that will take place throughout the year (*annually, quarterly, monthly, weekly, or daily*) in key areas of communications, public relations, special events and advertising.

Communications

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| --- | --- | --- | --- | --- |
| **Activity** | **Target Market** | **Timing** | **Person Responsible** | **Measurement** |
| **[Examples - modify/revise/delete/add your own!]** Keep all staff and faculty informed of school events, special visitors (planned tours!) and marketing efforts | Internal staff and faculty | Daily | Name | Informed staff and faculty |
| [Examples] Update school website with current and relevant information | Prospective Families, Current Families | Weekly | Name | Website analytics, inquries |
| Social Media | Prospective Families, Current Families | Weekly |  |  |
| Parish Bulletin | Parishioners | Weekly |  |  |
| Newsletter | Current Families, Prospective Families | Weekly/  Monthly |  |  |
| Train Speakers/  Student Ambassadors to represent your school at special events | Students | Annually |  |  |
| Annual Report | Faculty/Staff, Parents, Parishioners, Community | Annual |  |  |
| Submit Good News to *The e-Vangelizer* | Catholic Education Community in St. Louis | Weekly/Monthly |  |  |
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Public Relations

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| **Activity** | **Target Market** | **Timing** | **Person Responsible** | **Measurement** |
| **[Examples - modify/revise/delete/add your own!]** Maintain current media list with contact information for local media outlets (newspapers, community newsletters, bulletins for neighboring parishes without a school, *The E-Vangelizer*, etc.) | Media | Ongoing | Name | Monitor media outlets for story placement; send thank you notes for coverage. |
| Send press releases to local media outlets for events, community service, success stories, etc. | Prospective Families, Current Families | Monthly or as need arises | Name | Clip articles and stories that appear |
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Special Events

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| **Activity** | **Target Market** | **Timing** | **Person Responsible** | **Measurement** |
| **[Examples - modify/revise/delete/add your own!]** Hold a "signature event" that involves the local community - for example, a Veterans Day Mass and thank you breakfast, invite local veterans | Community | Annually | Name | Attendance at event, publicity, etc. |
| Leverage Catholic Schools Week by hosting special events for key audiences | Prospective Families, Current Families | Annually | Name | Attendance at event, publicity, etc. |
| Open House | Prospective Families, Community | Annually(at least) | Name | Attendance by prospective families |
| Think beyond current families when inviting to school events throughout the year (Breakfast with Santa, Easter Egg Hunt, Trivia Nights, etc.) | Prospective Famlies, Community, Alumni |  |  |  |
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Advertising

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| **Activity** | **Target Market** | **Timing** | **Person Responsible** | **Measurement** |
| **[Examples - modify/revise/delete/add your own!]** Place ads in local news outlets announcing special events and open enrollment | Community | Quarterly | Name | Use trackable QR code (for smart phone scanning) or special Web URL;  ASK people who call how they heard about your school. |
| Place flyers in local businesses and community bulletin boards announcing special events and open enrollment | Community | Monthly or as needed | Name |
| School Brochure/Marketing Materials - confirm that your materials are current and professionally-produced | Prospective families | Annually | Name |
| Yard Signs announcing school enrollment and/or wecloming new families | New and Prospective Families | Annually | Name |
| Branded logo items (t-shirts, pens, pencils, trinkets, etc.) | Current and Prospective Families, Parishioners | Ongoing | Name |
| Direct Mail (within parish boundaries or partnering with neighboring schools) | Prospective Families | Quarterly | Name |
|  |  |  |  |  |