

8/30 Advancement Meeting Minutes

1. K4/K5 Open House:

- Toni will work on designing a new postcard. We are hoping to get better pricing on the printing.
- discussed that we need to start on time and shorten the presentations
- suggested to switch the video to play prior and after the presentations instead of a piece during. If we play the video during, shorten to 3 min.
- Mrs. Arena produced the video last year, we will need to find someone to make any adjustments for this year if necessary.
- Kim and Pam will meet with the teachers after school. Their presentations were excellent and did not overlap, just need to be a little shorter.
- Kim will get the SJV mailing list
- Kim will get preliminary zip code list information but include 2-6 year olds and portions of 53072.
- Partnership with H&S for phone calls, school tours, and babysitting went well last year and will be pursued this year again.
- Letters from Pam again will be sent to parish members with 3 and 4 year olds as well as anyone who contacted the school with Kindergarten interest.
- suggested to use an email blast to parish members.
- could use the 4K kids to send a thank you valentine to those who attended the Open House
- need to investigate if we can use our Open House banner.
- reserve extra rooms in parish center for babysitting.
- possibly post videos on the website or youtube and send a link to prospective families. Can also be used in conjunction with Stepping Stone letters. Also discussed using flash drives or DVDs.
- maybe have a script for the tours and/or list of topics to cover

2. Stepping Stone letters: For the 1st and 2nd letter, we will have 2 SB members on the letter, Jim and Kim. These 2 letters need to be written. We will include MOMS groups and CF 3K as info in the letters. The 3rd – 5th letter will be from Pam, have been written but need some tweaking.

As far as gifts, it was suggested that t-shirts (2T) go out with the 1st letter and a magnet go out with the 4th letter. Prices have already been researched and are included on the prelim budget.

The goal is to have these letters and gifts finished and sent out by the end of September. The dates with the children in a particular group will coincide with the school year. For example, the 1st letter will include children born between 9/1/10 – 8/30/11, the 2nd letter will be 9/1/09 – 8/30/10. This will be an annual marketing initiative to parish members

It was suggested to have a prayer intentions postcard included in one of the letters for families to send back to school.

3. Yard Signs: current sales: 7 green and 10 photos, total revenue \$193.50. Wait list of 6 for the photo sign. We will have a table offering them for sale at the Pizza Bash. It was suggested to have a "Pizza Bash Sale" price on the green for \$5.

4. Mothers and More Open House: Kim will call for SJV to be a part of this. 2 board members plus Pam will attend.

5. New Family Folders: Kim will make these copies and check on supply in school and parish office. When new report card is done by LRP, make sure it does not overlap with the "at a glance" page. Use only 1 of them.

6. New Parishioner Meetings/coffees: The following Adv Com members will attend the new parishioner meetings at 10:00 in P209 on the following dates to give a brief overview of our school to prospective families:

9/18 – Karen Price

10/16 – Bill Hattendorf (coffee in LCH)

11/20 – Mary Claire Barker

12/18 – Jean Wright

1/15 – Kim Tallmadge

2/19 – Mary Claire Barker

3/18 – Toni Kroeplin

4/15 – Bill Hattendorf

5/20 – Toni Kroeplin (coffee in LCH)

6/17 – Jean Wright

New family folders will already be in the room, if not, they are in the Parish Office. If there is a very interested new family, feel free to connect them directly with Pam.

The Tuesday evening (6:45) dates coincide with the Adv Meetings. It was decided that the Adv meetings will be held in the Parish Center and one member will briefly transfer to the new parishioner meeting.

7. Monthly School News: Mary Claire will take over for this school year. Monthly school updates are posted in the bulletin generally on the first weekend of the month.

8. Website: Kim asked everyone to look at other websites and bring back ideas to the next Adv meeting where they can be broken down into short, mid, and long term changes. It was then suggested that a Website Subcommittee be formed to look specifically at changes and updates. Toni Kroeplin, Karen Price, Jean Wright, Bill Hattendorf, and Jim Swiderski will be on this subcommittee plus representatives from LRP.

9. Slide Show for CSW and Mother and more (MaM) open house: K4/K5 open house slide show was played at the MaM open house with a large monitor from Mrs. Knop. We could possibly play that plus the Bids slide show on a screen in the gym during CSW open house. This will be investigated.

Other:

-Toni will attend the H&S new parent coffee on 9/20 and give a brief explanation of SB.