

**St. Pius X School Marketing Committee**  
Meeting Minutes

**5/10/2010**

**Present:** Lynn Lilly, Matt Cale, Ann McDonald, Chris Koll, Mike Kapustka, Sarah Smerage, Cindy Seymour, Jill Hittner, Theresa McGuire

**Absent:** Larry Zahm, Julie McGonegle, Kelly Huntsman

**Next Meeting:** 6/14/2010 7:30 pm, **Gabriel Room - lower level of church**

**I. Shred-It**

The event went very well and was well received. We took in \$2720.61, which just about doubled what we took in the prior year. We would like to hold the event again in 2011.

**Action Item: Ann will contact Todd Richards for wrap up information and to talk with him about the possibility of doing this again next year.**

**Action Item: Ann will get a \$100 gift card and card to Mr. Richards for his generosity.**

**II. Bulletin Ads**

**Action Item: Ann is contacting Monica Straub to check on the status of our ads in the St. Mary's, St. Boniface and Our Lady of the Immaculate Heart bulletins.**

**III. Tour Procedures**

Lynn presented a new form and spreadsheet utilizing Google Docs to track information requests and tours. Procedures for tours has been written and needs to be taken to Fr. Joe and the BOE for approval.

**Action Item: Need to determine how Community Greetings contacts and new tours for bulletin ads will fall under these procedures.**

**Action Item: Need to determine when the procedures will be taken to the BOE for presentation.**

**IV. Survey**

There were 118 responses to the survey out of 246 sent out which equated to a 48% response rate. Scrip winners will be chosen and announced in the Wednesday newsletter.

**Action Item: Lynn will contact Julie McGonegle to determine when results might be available.**

**V. Program for children during mass**

A discussion was had regarding improving the link between the church and the school. There are many children who are parish members that do not go to the school for various reasons. An idea brought up was to have a program for 1-5 year olds during two masses that exposed the children to the school. Perhaps

they would attend once a month. The idea of having 7<sup>th</sup> and 8<sup>th</sup> grades work with this for service hours came up. This program is not intended to replace the current Sunday school program. Further conversation and research is needed.

**Action Item: Mike Kapustka is going to talk to Mr. Tallman regarding this idea to get his thoughts on the 7<sup>th</sup> and 8<sup>th</sup> graders participating for service hours.**

**VI. St. Pius X T-shirt idea**

The idea of having a St. Pius X t-shirt made up to give to children ages 3-4 in the parish was raised. The intent is to have this age group interested in the school and parish and have “buy-in” so to speak. The t-shirts would be free to those families wanting one.

**Action Item: Chris Koll is checking on the possibility of getting these.**

**VII. Direct Mail Campaign/Diocesan Mailing**

The marketing committee is working on putting together a mailing with a school brochure and letter from Fr. Joe to distribute to parish members with children ages 1-5. This will go out around the same time as a diocesan mailing effort to the same age group. We also plan to send an invitation to the New Members Breakfast to the leads from the Community Greetings effort.

**Action Item: Mike will contact Darci to find out the time frame for the letters.**

**Action Item: Sarah will work on drafting a letter from Fr. Joe to go out with the diocesan mailing.**

Submitted 5/23/10 by Lynn Lilly