

St. Pius X School Marketing Committee
Meeting Minutes

5/9/11

Present: Lynn Lilly, Matt Cale, Cindy Seymour, Chris Koll, Kelly Huntsman, Ann McDonald, Jay Ricke

Next Meeting: 6/13/11 7:00 pm

Note: The April meeting was canceled due to low attendance. We will meet in June and then take July and August off, reconvening in September.

I. Objectives in progress:

Objective #1 - 0-5 Program

224 Easter cards were mailed out to Parish children ages 0-5. Only one card per household was mailed. The idea was discussed to invite children to a Wednesday school mass and have a coffee and donuts gathering after mass. Tours would be offered if there is parent interest. A tentative time period would be right after school starts in the fall. Volunteers would be needed for greeting at mass, providing food and tours.

Birthday Cards – Matt reported we can use sendoutcards.com for continuous mailing of birthday cards to parish children ages 0-5. There is a startup fee of \$398 then the costs are \$.59 each per postcard, \$1.06 per letter and \$1.37 per card with photos. This program would require minimal management from us.

Objective #6 - Maintain annual fund-raiser to raise funds for marketing activities. Ann reported On-Site Destruction Inc. will arrive at 8:00-8:15 am on Saturday 5/14. Shredding will begin at approximately 8:30 with a business or two coming through at that time. The traffic pattern and volunteers are in place.

II. St. Boniface

Discussion has been had the last few months in regards to forming an alliance with St. Boniface for St. Pius to be their “school of choice” if families are wanting a Catholic education for their children. The BOE has been informed that the diocese is going to require parishes without a school to pay around \$2,000 per student per year to support the school a student attends.

III. Bus Survey

Sarah has developed a short survey for families residing out of the Urbandale school district. The idea is to send out possibly this summer or early fall.