

MINUTES

St. Pius X Marketing Committee Meeting
December 12, 2011
7:00 pm
St. Pius X Parish Center

Larry Zahm
Sheryl Dales
Sarah Smerage
Jay Ricke

Chris Koll
Kelly Huntsman
Deb Sheehy
Matt Cale

Cindy Seymour
Ann McDonald

Business Items

* Preparation for Kindergarten (Feb 9) and Preschool (Jan. 19) Round-ups

Every Door Direct Mail

This is a program Chris brought to our attention. Involves creating a mailing (ours would focus on roundups and other school info). We choose a postal zone and a mailing is delivered to each address.

No buying addresses, discounted postage.

Chris is looking into zones, Sarah will design. Could use print design and distribute in our bulletins as well as St. Bons, 0- 5 program.

Children's activities

Mrs. Dales has a program in mind for Kindergarten use involving "veggie faces" that could be used as part of passport activity.

Deb will design passports- each child will take a short tour of the school, getting stamps on passport at each of the 3 stops.

Parent volunteers and middle school volunteers are needed for childcare. Deb will work with middle school parents/students volunteers

Publicity

Sarah and Larry to coordinate for church bulletin

Flyers for roundups distributed via Every Door Direct Mail, Church Bulletin, Sunday School.

Posters to be updated and posted

Forms will be posted online

Once an RSVP is received, preschool prospects will be sent info ahead of time.

Kindergarten prospects will be sent stairstep folder and yellow application.

Sarah to combine all school brochure

Roundup Presentation

Photos from Power Point and brochures will be updated.

The nurse and Adventuretime staff will briefly speak and answer questions at the end of the presentation.

Tours will be given by returning parents, board members, and marketing committee members following the presentation. Talking points will be provided to ensure everyone receives the information they need.

A board member (preferably president) will be introduced to welcome families.

Fashion show- Kelly Huntsman to coordinate 4 or so children to dress in different dress code options with a brief narration during the presentation

* Catholic Schools Week & Open House- Jan. 29 to be discussed at Jan meeting

*Online store- Chris

Chris presented to Mr. Zahm and middle school teachers re: Adventures in Advertising, an online store. This would enable the St. Pius X community to purchase apparel year round. Advantages of an online store would be:

- There would be a link via the website.
- No inventory,
- Orders placed approximately every two weeks.
- Can be ordered from outside local area.
- Credit card payments.
- Shipped or delivered to school.
- Imprinted items, ie coffee mugs, umbrellas, could be added a couple times a year.
- No minimum quantity
- No setup fees.
- Comparable to current prices.
- Logo to be outlined.
- Opportunities for middle schoolers to get involved

* **SPX Logo/Branding**

Sarah would like to discuss options to simplify the logo, possibly in subcommittee format.

***Information storage:** Board of Ed has aided us in setting up a cloud for storing marketing information.

***Video of musical to be played at Christmas masses:** We are looking for volunteers to run the DVD player in the Fellowship hall following Christmas masses, which are Christmas Eve at 5:00, 7:30, and 10:00 pm, and Christmas morning at 8:00 and 10:00 am.

Business Items for next meeting:

* **Bus Survey**

***Registration -**

* **Approval of Committee's Brief Job Descriptions**

Next Meeting: 7:00 on January , 9 2012 in the Archangel (Michael) room in the church

Secretary for January: Cindy Seymour