

05.10.22: May Meeting

Attendance: Katie Roberts, Mark Petty, Jennifer Rose Bass, Kerri Hope, Kris Brown, Laurie Dougherty, Janet Flannagan, John Flannery

Absent: Bridget Breen

Open In Prayer

Old Business:

1. Marketing Update for each school

- Sacred Heart – gym logo
 - Will be painted with building expansion
- Holy Cross – Kerry sent file with all items, main item we can take care of immediately are posters. Gym floor, gym mats, painting on gym wall – for gym, maybe just paint over school???
- Still working through process, paint out the word school
- Shay will redesign the poster
- Mater Dei – rug in office at Nativity, basketball hoops
- DLA – sign on building – would like new rugs in hallway, gym logo

2. Parish Welcome Materials: Janet working through getting a packet made for each parish, SH & HC approved, still waiting to hear back MD

- Hand off to intern

3. Enrollment/Student Registration Update:

- Total Registration – As of 5/10 1,336, 141 still on hold
- Budgeting 1,560 students
- Team working on new commercial, using footage previously shot, new voice over, should be able to use for a few years.
 - Media Plan with buys for TV, Radio, Streaming
- Promote Win/Win
 - Laurie to draft an email to current families to send out before school ends

4. May Events:

- Middle School Musical – Aladdin, May 13, 14 & 15, Heelan Auditorium
- Graduation – May 22nd, senior breakfast, gift is HC compass
- School Honors Assembly – Tuesday, May 17th @ 1:30 p.m.
- Bachelorette – Tuesday, May 17th

5. Summer Events:

- Wine/Cheese Recruitment – Jennifer to talk to Kate
 - Laurie would like to have 1 per school
- Crusader Tent Time – Paint Rocks, flower bouquet, art events, science experience etc. separated into age groups, ice cream, bike ride
 - o Laurie to schedule 1 a week for each age group

6. Annual Uniform Sale: To be held at CYO

- Friday, July 15th 3-7 pm, arrive at 2 pm
- Need to send out email to current families about event/Dennis is on Script

7. Wall of Fame – Conversation with Jerry Steffen about having orders go through Admin Approval

- Approach is John to have conversation with AD regarding apparel branding

8. Iphone App – Aware of problem downloading the app, working on resolution – Still not resolved

New Business:

1. Scrip – Feel we are missing out on a marketing opportunity, beef up the materials, mini videos to show how easy it is to use

Words for Good of the Order