

HAIL MARY CATHOLIC SCHOOL  
MARKETING PLAN

2020-2021

# EXECUTIVE SUMMARY

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An **executive summary** is a **brief** and **succinct** overview of your school marketing **plan**. It informs all readers of the most significant elements of your plan. It will be a compelling and concise summary of critical information regarding your school including short-term and long-term goals. This is often the last page written.

## RESOURCES:

<https://www.thoughtco.com/marketing-plans-for-schools-4056332>

<https://blog.hubspot.com/marketing/executive-summary-examples#:~:text=An%20executive%20summary%20is%20a,term%20and%20long%2Dterm%20goals.>

<https://schooladmin.com/blog/school-marketing-101-how-to-build-a-basic-marketing-plan-at-your-school/>

# MISSION & VISION

Know your purpose and direction!  
Mission and Vision are the **bedrock** your school is built on.

“A good vision statement will provide a vivid picture of what the organization desires as their future state.”

[Dr. Doug DeVore, Brandman University](#)

## Mission (The Bush School)

To spark in students of diverse backgrounds and talents a passion for learning, accomplishment, and contribution to their communities.

## Vision Statement

Our Lady of Victory Catholic School will be recognized as a beacon of excellence, in Catholic Education throughout the Archdiocese of Baltimore. Anchored in faith and moral development, we will empower PreK-Eighth Grade students to achieve success in a global society.

# VALUE PROPOSITION

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A value proposition is a statement that describes the benefits students and families can expect from attending your school, and why your school is a better choice than the alternatives. A value proposition is not a slogan, a positioning statement, or a list of offerings and features. (finalsite.com)

## STRONG EXAMPLES

[The Bush School](#)

[Lake Washington School for Girls](#)

[The Meridian School](#)

# GOALS & OBJECTIVES

What is your objective? Who is your audience? What is your goal?  
Be specific!

## EXAMPLES OF OBJECTIVE

- Increase Awareness
- Increase Enrollment (early childhood & middle school)
- Increase Philanthropic Support
- Strengthen Parish and Local Community Connections
- Strengthen Current School Family Engagement

## EXAMPLES OF GOALS

- Increase Social Media Engagement & Signage
- Increase Enrollment by 10%
- Grow Donor Base (5%) and Increase Philanthropic Revenue (5%)
- Partner with Local Parishes in Outreach Efforts
- Participate in Community Events
- Increase Open rates on communications and

# GOALS & OBJECTIVES

Objective	Audience	Goal

# SWOT ANALYSIS

## Strengths, Weaknesses, Opportunities, Threats

Honest analysis with school team

<b>Strengths</b> What do we do well that matters to stakeholders? What resources can we access?	<b>Weaknesses</b> What do we not do well? What are we criticized for? Where are we vulnerable?	<b>Opportunities</b> What are emerging trends or opportunities to improve?	<b>Threats</b> What obstacles do we face that we need to counteract?
<b>EXAMPLES:</b> <ul style="list-style-type: none"> <li>• Catholic Identity &amp; Faith Formation</li> <li>• Excellent and Passionate Faculty/Staff</li> <li>• Strong Community</li> <li>• Small Class Sizes</li> <li>• Excellent Spanish Program</li> <li>• New Gymnasium</li> <li>• Helpful PTA &amp; Volunteers</li> <li>• High Test Scores</li> <li>• Community Service/Leadership Programs</li> <li>• Innovative Programs</li> <li>• Vibrant Open Houses</li> <li>• Alumni Network</li> <li>• Consistent Communication with Current and Prospective Families</li> </ul>	<b>EXAMPLES:</b> <ul style="list-style-type: none"> <li>• No Vision for School</li> <li>• Low/Declining Enrollment</li> <li>• Low Retention, 5<sup>th</sup> to 6<sup>th</sup> gr.</li> <li>• Need for Updated Facilities</li> <li>• Financial Challenges</li> <li>• Staff Capacity for Enrollment Management Tasks</li> <li>• Low Awareness of School Among Neighborhood Families</li> <li>• Poor Signage for School and/or Signage for Main Office</li> <li>• Limited Volunteer Help</li> <li>• Lack of Communication to Stakeholders</li> <li>• Parish Families not Enrolling</li> <li>• Lack of Programs to Entice Prospective Families</li> <li>• Prohibitive Tuition</li> <li>• Transportation Challenges</li> </ul>	<b>EXAMPLES:</b> <ul style="list-style-type: none"> <li>• Population Growth</li> <li>• New Pastor</li> <li>• Parish Families</li> <li>• Other Parishes without schools</li> <li>• Outreach to Daycare and Community Groups</li> <li>• Develop an Enrollment Committee</li> <li>• Parent Ambassador Program</li> <li>• Hold Admissions Events and Develop New Events for Prospective Families on Campus</li> <li>• Fulcrum Tuition Scholarships and Grants</li> <li>• Institute Best Practices in Retention</li> <li>• Negative Public School Publicity</li> <li>• Homeschool Population</li> </ul>	<b>EXAMPLES:</b> <ul style="list-style-type: none"> <li>• Misconceptions about Catholic Education</li> <li>• No Clear Distinction made of Catholic School vs. other Private Schools</li> <li>• New Charter Schools &amp; other Competitors</li> <li>• Negative Publicity</li> <li>• Neighborhood Safety</li> <li>• Perception of Catholic Schools as Cost Prohibitive</li> <li>• Changing Needs of Parents and Students</li> </ul>

# COMPETITIVE ANALYSIS

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What educational options do parents have in your area? This is a general overview and analysis. You can share general tuition comparison; however, detail belongs in the appendix.

Public Schools

Non-Parochial Private Schools

Christian Schools

Charter Schools

Childcare

Transportation

Extracurricular Activities



# TARGET AUDIENCE

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Who are you trying to reach?

- Catholic Families
- Families with preschool aged children
- Families with grade school aged children
- Neighborhood Families
- Bilingual Families
- Etc...

# STRATEGIES & TACTICS

Each of your goals becomes an objective. Add tactics, accountability, timeline, and budget.

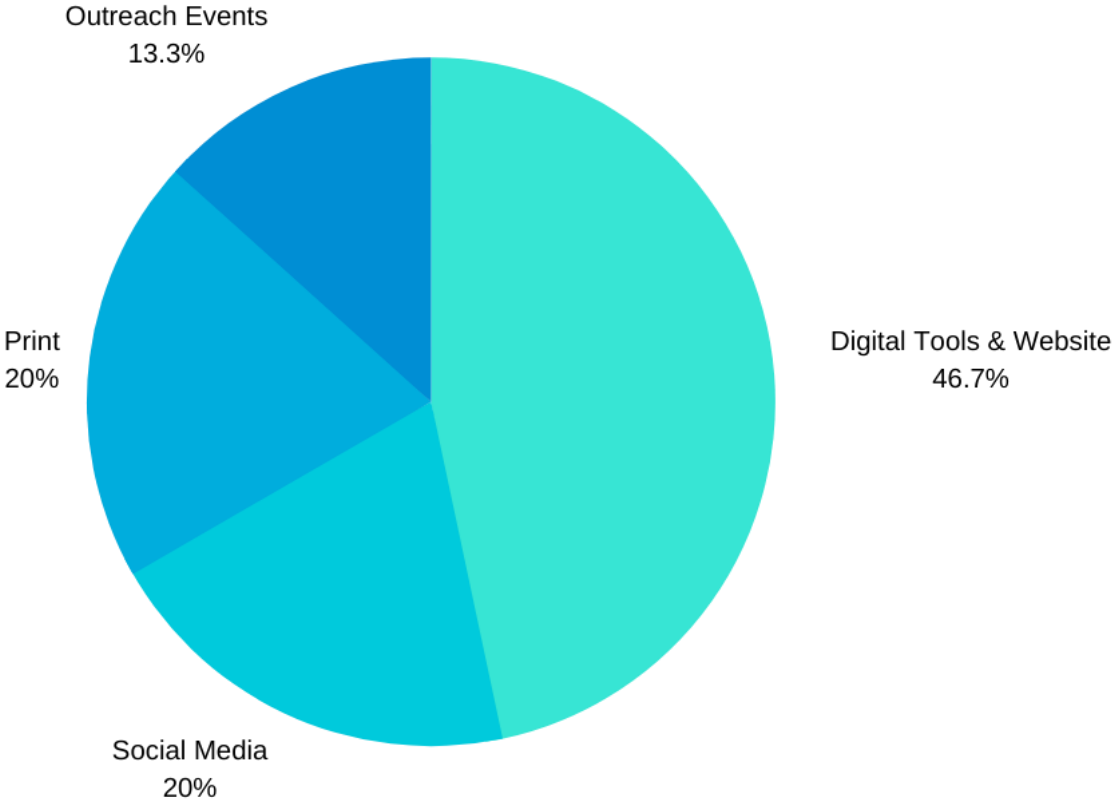
*Objective 1: Enrich Seton Catholic's reputation and brand awareness*

Strategies	Tactics	Accountability	Timeline	Budget
1. Increase awareness through marketing materials and vehicles	A. Create annual plan for advertising, including digital and print, based on key audiences and special interest sections and sites.	Craig, Keri		
	B. Update website content and improve experience, especially for Athletics, and more proof points for Seton. Provide <u>faculty</u> profiles and stories on alumni and current students.	Lisa, Craig, Keri, Kasey, Emily		
	C. Test digital ads including Google Ad Words and Facebook			
	D. Assess ads – print and digital – during key times (especially fall) in local publications incl Vancouver Family Magazine			
	E. Create, then promote online stories in emails and on web			
	F. Provide a form for reviews (online) and post reviews in order to get ratings for Google search results			
	G. Present “road show” at all organizations at which Seton Catholic students do service or raise funds.			
	H. Place regular advertising in parish and other church bulletins.			
2. Increase media pitches to local newspapers (The Columbian and The Daily News.)	A. Create relationships and provide updates on news-worthy highlights such as awards, achievements, sports wins, etc., including photos and quotes.			
3. Develop awareness among local church and	A. Continue attending monthly local business groups, including Knights of Columbus, Masons, Kiwanis, Rotary,	Lisa		

State your current marketing budget. Break it out in a visual.

### Annual Budget \$15,000

School Admissions & Advancement



**Print:** local magazines, parent focused publications, newspapers, parish bulletins, neighborhood newsletters, yard signs & banners, billboard, direct mail

**\*Most printed publications have a digital presence**

**Digital:** Facebook/Instagram, Google Ad's, other

# SOCIAL MEDIA STORYTELLING

Facebook  
Instagram  
Linked In  
Snapchat

**Focus:** Content Development & Editorial Calendar

Video Content: School Created, Student Created (did you know?), Parent Created (testimonials)

# OUTREACH & EVENTS

**Hosted Events at School:** Open House, Meet our Principal, “Free” Math & Reading Assessments, Shadow Day, Preschool Readiness Day, “Free” tickets to school play, sporting events, music concerts, etc.

**Presence at Community Events:** Farmers Market, County Fair, Local Family Events, Parish Activities, etc.

**GOAL:** Awareness & Relationship

## DIGITAL TOOLS & WEBSITE

**Digital Tools:** How well are you communicating with your current families? What platforms are you using? MailChimp, Constant Contact, school app, etc.

**Website:** #1 Marketing Tool

Complete an assessment. How easy is it to find your core content? What areas need work?

Outline your plan and include a timeline.

**A MUST:** On application ask how a family heard about your school.

**Digital Advertising:** Easy to track through a dashboard

**Print:** Difficult to track.

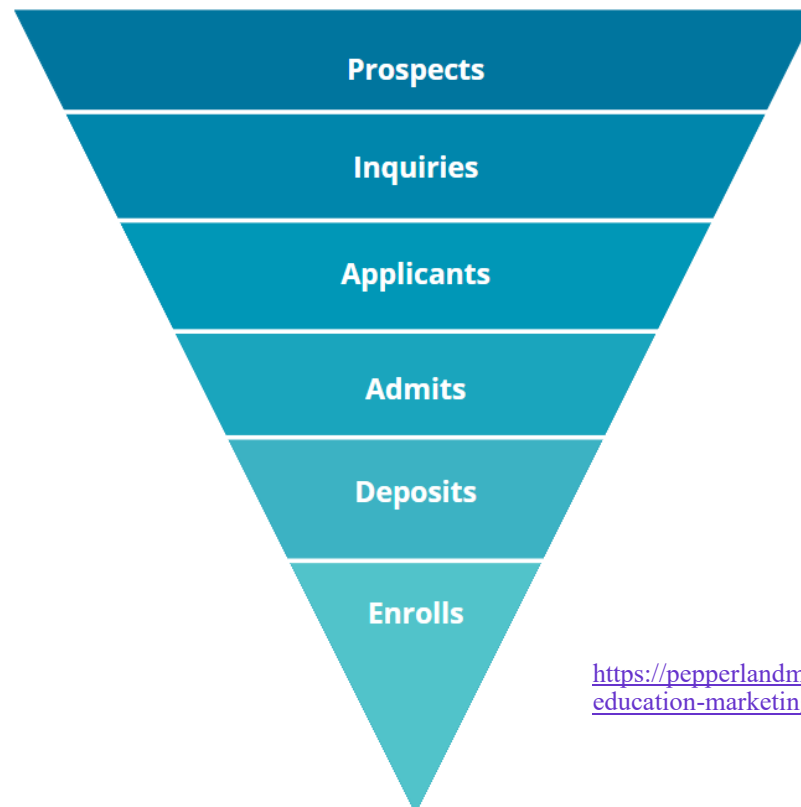
Idea: Bring in postcard and receive \$100 off registration.



# KEY PERFORMANCE INDICATORS (KPI'S)

Inquires, Applications, Enrollments, Website Visits & Session Length, Social Media Engagement, Click-through Rate (CTR), Donations

## Optimize your Enrollment Funnel



<https://pepperlandmarketing.com/blog/higher-education-marketing-kpis/>

## Possible Content...

### Market Analysis

- Total Population
- Median Age
- Median Household Income

### Competing Schools

### Newsletter Assessment & Recommendations

### Advertising Examples

All school communications **must** be reviewed for engagement and effectiveness. Is the copy too wordy? Are parents reading it? Is it mobile friendly? Use an email management system such as Mail-Chimp or Constant Contact. This will provide insightful analytics.