St. Joseph Catholic School
Marketing/Advancement Plan

I. Purpose and Philosophy

Saint Joseph Catholic School enacts a comprehensive institutional advancement plan rooted in its Catholic mission:

> *"We, the family of St. Joseph, are committed to educating God's children by promoting Catholic values through academic excellence and service to others."*

All marketing, enrollment, and communication efforts are **mission-driven**, emphasizing:

- Faith formation
- Academic excellence
- Service and community

The school's approach to advancement is **intentional, integrated, and relationship-centered**, ensuring long-term sustainability and growth.

II. Strategic Advancement Framework

The school's institutional advancement efforts are organized into four coordinated areas:

1. Enrollment Management

- Annual **EDDM campaign** targeting the local community prior to Open House
- Grade-specific outreach:
    - 3K, 4K early childhood entry points
    - Full K–8 enrollment pipeline
    - Individual Course/Home School Community pipeline
- Promotion of:
    - Wisconsin Parental Choice Program (WPCP)
    - Special Needs Scholarship Program (SNSP)
- Open House events designed for:
    - Tours
    - Family interaction
    - On-site registration support

2. Marketing & Communications

A **multi-channel communication strategy** ensures consistent outreach:

- Parish bulletin (weekly school news section)
- School Facebook page (events, student life, visibility)
- School website (information, forms, enrollment access)
- Development of a **new FACTS-managed promotional website**

- Community flyers and posters in:
    - Parish
    - Local businesses
    - Public spaces
- Printed promotional materials (EDDM, program-specific flyers)

3. Community Engagement & Visibility

The school maintains a strong presence in the broader community:

- Participation in local events (food stands, community service)
- Principal and pastor visibility at:
    - Masses (Catholic Schools Week presentations)
    - Community events and athletics
- Gifts to Parents/Children at Baptism/Holy Communion
- School-family outreach:
    - Walk for Virtues (student-led gratitude and community contact)
- Presence in community institutions:
    - Library visits
    - Local partnerships

4. Parish & Faith-Based Integration

Institutional advancement is deeply integrated into parish life:

- Weekly parish communication (bulletin)
- Pastor-led promotion of Catholic education
- Principal leadership in parish ministries:
    - Choir
    - Extraordinary Minister of Holy Communion
- Faith-based resource sharing with families and parish community
- Parent formation opportunities (WPCP informational meetings)

III. Relationship-Based Enrollment Strategy

Saint Joseph Catholic School emphasizes **personal invitation and trust-building**:

- Word-of-mouth promotion by families and staff
- Direct interaction with prospective families at events
- Personalized support for enrollment and application processes
- Ongoing communication with interested families

IV. Data-Informed Growth and Sustainability

To ensure continuous improvement, the school:

- Tracks enrollment trends (3K–8 pipeline)

- Evaluates effectiveness of:
    - EDDM campaigns
    - Open House attendance
    - Inquiry-to-enrollment conversion
- Reviews marketing and communication efforts annually
- Adjusts strategies based on:
    - Community response
    - Program growth opportunities
    - Parish and regional demographics

V. Continuous Improvement and Expansion

The school is actively strengthening its advancement efforts through:

- Development of a **modern, enrollment-focused website**
- Increased digital presence and communication consistency
- Continued expansion of early childhood enrollment outreach
- Strengthening partnerships with parish and local community
- Ongoing evaluation and refinement of all advancement strategies

VI. Summary

This plan demonstrates that Saint Joseph Catholic School:

✔ Maintains a **comprehensive institutional advancement plan**
✔ Aligns all efforts to a **compelling Catholic mission**
✔ Implements **intentional, multi-channel communication strategies**
✔ Engages the community through **consistent outreach and visibility**
✔ Uses **data and annual review** to ensure continuous improvement

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