

St. Joseph Parish School Advisory Committee

December 03, 2024

In attendance: Amanda Matthews (Principal), Jenny Marquardt (Chair), Chris Baylor (Vice-Chair), Daniel Le (Secretary), Parker Shipley, Elizabeth Wieland, Krystal DeRuyter, Amy De Ruyter, Daphne Lingsweiler

Absent: Shannon Morgan, Daniel Lochen

Mission Statement:

St. Joseph Parish School: Teaching, Learning, Leading, and Serving as the Hands of Christ

Minutes

Today's Business:

- Opening Prayer
- Review Prior Meeting Minutes
- Today's Business:
 - Marketing Update with Cheryl
 - Focused on Community awareness, increasing enrollment, retaining current families, and grow alumni database.
 - Open house planning - local print ads, local business advertising (ie Rivoli), Social Media (NextDoor, etc)
 - Identify school demographics (parish, christian formation, catholic, non-catholic, etc)
 - Identify value-add (academic, faith, etc)
 - Alumni database - Utilize facebook and social media to generate alumni membership. Promotional material for testimonials, engagement, etc.
 - Yard Sign Marketing Campaign – target high traffic areas with yard signs.
 - New Staff – Positions filled for gym teacher and early extended care.
- Open Discussion
- Review Current Meeting Minutes
- Determine Parish Council Updates
- Determine Fr. Tim Mass Announcements
- Upcoming Events:
 - *Next Meeting – January 6th*