

Saint Dunstan School Advisory Board
Marketing Committee Report (September 10, 2019)

Pursuant to the Strategic Plan (2019), the School Advisory Board established a Marketing Committee to develop a draft Marketing Plan to be reviewed and approved by the School Advisory Board. This is the results of this committee's work.

The Committee was required to include the following in its final report.

1. Identification of the school's strengths and how these strengths can be positively leveraged to promote the school
2. Identification of the school's weaknesses and how these weaknesses can be spoken of as strengths with potential families
3. Identification of the school's "target audience" for promotional efforts and a discussion of both how best to reach this audience and what most interests them in choosing a school
4. In light of the school's strengths, weaknesses, and target audience, develop ideas for the following
 - a. Promotional giveaways (swag)
 - b. On-campus signage
 - c. Off-campus promotional materials (street banners, brochures, etc.)
 - d. Use of social media
 - e. Identifying the best places for marketing the school (parent magazines, local businesses, libraries, etc.)

Although the Committee was not required to address the following items in its final report, the Committee was empowered to include the following at its discretion.

- A. Re-structure of school tours for prospective parents that includes more time to visit classrooms and speak with teachers
- B. Re-organize the school's Open House in such a way that it is experienced both as a celebration of the current school community and the St Dunstan parish community while providing prospective parents with an opportunity to experience and be encouraged to further consider an application on their child's behalf
- C. Develop an outreach program to local preschool administrators and teachers that includes finding opportunities to bring these potential stakeholders to campus
- D. Identify ways in which the success stories of the school's graduates can be best used to inspire interest in the school

Due to the nature of these issues, the Marketing Committee agreed to not include these concerns in its report. These action items remain within the purview of the School Advisory Board.

Under the leadership and direction of the Committee Chair (see below), the Committee met to discuss the above-noted items and developed this report with findings and recommendations. This report was submitted to the School Advisory Board for review and approval. The School Advisory Board has final discretion over which Committee recommendations will be adopted and

how best to implement adopted recommendations. This includes determining how best to fund and manage future promotional efforts.

Marketing Committee members included:

- Stanley Wai, Board Member (chair)
- Fr. Brendan Halley, Board Member
- Mariane Morini, Board Member
- Kris White, Board Member

Findings of Committee

In order to increase enrollment and marketing efforts for the upcoming year, the school's Marketing Committee has put together the following items for a Marketing Plan. Efforts can be implemented by school staff, full/part time Marketing Coordinator, or volunteer parent.

1. Below is a list of the school's strengths. We can actively include these items in our marketing efforts, promotional materials, website, and social media.
 - a. Tech and Science program
 - b. Robotics Program
 - c. Strong and loyal community of families
 - d. Intramural sports program
 - e. Monthly family mass
 - f. Dance musical program part of curriculum
 - g. Cultural diversity
 - h. Extended care
 - i. In-house counselor available
 - j. City movie nights
 - k. Team Green program
2. Below is a list of school weaknesses.
 - a. Low enrollment
 - b. No gym
 - c. Too many fundraisers
 - d. Old Building
 - e. Older tech in computer labs
 - f. Higher tuition compared to other Catholic schools in the area
3. Here are the school's "target audience" for promotional efforts and a discussion on both how to reach this audience and what most interests them in choosing a school
 - a. The school's target audience will be primary Catholic families in the below cities.
 - i. South San Francisco
 - ii. Daly City
 - iii. San Bruno
 - iv. Millbrae
 - v. Burlingame

- b. Best methods to reach them would be on review sites such as Yelp and Great Schools. Other marketing efforts will include reaching out to local preschools and catholic churches in the cities above. Hosting or attending family-oriented city events is also recommended.
- 4. In light of the school's strengths, weaknesses, and target audience, develop ideas for the following.
 - a. Promotional giveaways - Produce school swag, ie... shirts, pens, water bottles, etc...)
 - b. On-campus signage – Year-round signage to promote school tour and school events.
 - c. Off-campus promotional materials – Street banner on Broadway St to promote Open House
 - d. Use of social media – Yelp, Great Schools, Facebook, Instagram, etc... to make announcement of school events.
 - e. Identifying the best places for marketing the school - Parent magazines, local websites like Patch, local businesses and libraries posting, etc.)