

St. Aloysius School Board  
Enrollment Committee Minutes  
February 27, 2019

Attendees: Maryann Hayslip, Tammy McDill, Carol Stratford, Dawn Robbins, Jennifer Roth, Robin Rogneby, Susan Hoffman, Missy Farfsing, Leah Phillips, Staci Spalding, Alicia Gillaspie

- Website
  - Carol has started populating content and is selecting images for the site
    - Need staff photos (Maryann to schedule with staff and Kelly Gerstle)
    - Set aside day for all staff
    - Use same background, inside and somewhere that can be accessed for new photos each year as needed
    - Wear subtle colors
  - On target for spring break launch
  - Will use Google analytics post-launch to evaluate impact, such as
    - Which images, key words are most effective and drive higher engagement
    - Which features are not utilized and may need modification
    - Points of abandonment
- Enrollment
  - Finance admin committee expressed concerns about enrollment
  - Large 8<sup>th</sup> grade class graduating with small incoming kindergarten class – projected 20 children down for 2019-2020 school year; still have outstanding applications so numbers should improve
  - Trend aligned with that of archdiocese with smaller numbers in lower grades
  - Focus marketing efforts to preschool-age children
    - Future kindergarten night at nearby preschools
    - Reach out to nearby preschools to inquire how we can interact (Dawn to work with parents on this)
  - Accreditation group stated we need exit survey; potential to partner with parish exit survey (Tammy)
  - New opportunities
    - Review previous parent survey data to determine new survey needs (Maryann and Leah)
    - Newcomers packet (Missy)
    - Mothers of Preschoolers (MOPs) (Carol)
    - Include school info in fish fry orders (Maryann working on this)
- Wifi Expansion
  - Jason Gillaspie will have pricing later this week
- Rehangng of Banners
  - Mike Swift working on this but have no current timeline (Tammy)

- Concession Stand TV Advertising
  - Is this an extra charge? (Tammy)
  - Need volunteer to put ads in PowerPoint on a jump drive and create instructions to be given to concession stand workers
- Bus
  - Jennifer Roth provided comprehensive proposal to be presented to School Board on March 28.
  - Maryann recommended exploring an opportunity to work with Oldham County for use of their buses

Next meeting March 20, 2019 at 6:00pm