

**It is the Development Committee's mission to have a marketing/development plan in place to increase public visibility, foster community relations and awareness, and maintain necessary revenue and enrollment with the emphasis on student recruitment, retention, and third source funding. This can be done through school brochures, a solid recruitment plan, an established website, parish bulletin for school announcements, newspaper ads, radio spots, host/mentor families, Catholic Schools Week Campaign, and fundraisers.**

Development Committee Meeting Minutes 04/13/09

Present: John Gray, Beth Jewell, Mike Kaul, Janice Tischler

Alumni: Contacted Pat Clark. He was not able to attend this meeting, but is interested in putting an alumni list for future fundraisers. The development committee would like to put the idea in the 8<sup>th</sup> graders that they will be alumni of SKDS and that they should continue to keep an interest in our school by attending fundraisers and keeping their contact information current with the school so we can keep them on the alumni list.

Special Events:

The Recek Golf Outing is scheduled for July 26<sup>th</sup>. Sarah Gray and Kathy Armstrong will be getting the forms out. Possibly a flyer could be put in the 4<sup>th</sup> quarter report cards.

Evening of Glitz: Scheduled for November 14<sup>th</sup>. The plan is to get the mailing lists together between now and August, with the first mailing to go out in August. Janice is hoping to have a co-chairperson for this year as this will be Janice's last year in working the auction. The auction software has been purchased and some of the committee members are beginning to use it. More help on this committee is needed.

Football Mania: Most of the meeting's discussion focused on Football Mania. Tickets have been ordered and will be in the family folders as of May 15<sup>th</sup>. Much help is needed this year on the committee. Different advertising strategies were discussed including banners, posters, bulletin announcements, radio announcements; also different selling strategies, including obtaining free agents. The next Football Mania meeting will be April 21<sup>st</sup> at 7 p.m. at Dos Gringos.

PR: Greg Armstrong was unable to make tonight's meeting. Will have an update at next meeting.

Next Development Meeting: 05/18/09 7 p.m. Parish Office

