



**HOLY ANGELS CATHOLIC
ELEMENTARY SCHOOL**

230 N. 8th Avenue, West Bend, WI 53095
(262)338-1148 haswb.org

Our Mission: To proclaim the Gospel, serve others, and praise God as we grow in faith, knowledge, values and respect.

Date: Oct 24, 2022

Next Meeting: TBD

Present: Michelle, Molly, Susan Haddorff, Kimberly Roell, Jamie Reinheimer, Maggie Roloff, Jenny Nikolai, Brittni Shanders, Kelly Shafaie, Candice Vogelsang, Stephanie Daute, Michelle Spaeth, Pam Bollen, Melissa Roden

Agenda Item	Facilitator	Notes	Action Items
Prayer/Mission			
History of Marketing and Recruitment Committee	Pam, Michelle	Previous initiatives that worked included: <ul style="list-style-type: none"> ● New subdivision outreach ● Catholic Schools Week community invitations/outreach ● Ad in WB news announcing HA alumni high school valedictorians, high honors & scholarship winners ● Outreach to parish members with young kids <ul style="list-style-type: none"> ○ Tagged suckers ○ Postcards ● Parades ● Farmers market ● Yard signs ● Bumper stickers ● Rec Dept newsletter 	

Archdiocese support	Michelle	<ul style="list-style-type: none"> ● Marketing kit ● Marketing webinar ● Marketing Portal we have \$750 to spend 	Review these links for additional information
Parade - float	Molly	<ul style="list-style-type: none"> ● Nov 27 5:00 ● Parade theme is Family Christmas ● HA float theme: A Stable Foundation <ul style="list-style-type: none"> ○ Live manger scene with students (4th graders in their saints costumes??) in costume on the float ○ Other HA families to walk and pass out hot chocolate with info stickers on them ○ Sign up genius to help build, donate necessary props, and walk ● Door magnets for truck pulling the float ● Ask kids to donate the hot chocolate 	<ul style="list-style-type: none"> ● Molly to review parade site and sign us up ● Set up float planning meeting ASAP ● Look at existing supplies, if any ● Molly to write up "save the date" info on the float for Friday's newsletter
New ideas	all	<ul style="list-style-type: none"> ● Balloons/welcome sign in new students' yards ● Family Fun event ● Breakfast on the Farm ● Better promote full day option for 3K & 4K as well as Y care partnership ● Investigate what public schools aren't offering and promote that <ul style="list-style-type: none"> ○ Sports 	

		<ul style="list-style-type: none"> ○ Variety of clubs ○ Gifted & talented options ● Investigate cost comparison of daycare vs. 3K & 4K ● Encourage attendance to sporting events ● Survey Faith Formation families as to why they aren't sending their kids to HA ● Signage about school near gym to be seen by visiting families during sporting events and Walnut room events ● Info at the back of church about the school ● Signage about mass times near the gym for visiting families 	
Catholic Schools Week		<p>Second major initiative to tackle after float</p> <ul style="list-style-type: none"> ● End of Jan 	
Budget			Michelle to look into any budget dollars for marketing initiatives
Goals		<p>What does success look like for this year?</p> <ul style="list-style-type: none"> ● Building reputation in the community ● Increased visibility in community ● Increased enrollment 	
Strategic recruitment	Michelle	Focus on 3K (8), 4K (15), 1st (13), 4th (19), 6th (16)	Confirm enrollment limits

