

Holy Rosary School Board
Development Committee

5/29/2008

Objective	Action Step	Timeline	Status
Assist in developing a long range recruitment plan for "ideal" enrollment		2007-08 School year	-Work in progress as enrollment numbers come in for the 2008-09 school year
Facilitate revitalization of the 2007-08 Auction as a major school fundraiser 2007-08 Goal: \$55,000	-See Status Column	February 2008	-Successful auction February 1 st ! -Approximate net of \$54,000 -Thank you's mailed to corporate donors -Anissa Karakas will chair next year
Increase contributions to the Annual Giving Campaign 2007-08 Goal: \$70,000	-"Catholic Schools Light the Way" -"Wall of giving" is up	2007-08 School year	-All mailers are out -Donations are coming in -100% participation from Faculty & Staff! -70% from current families -Will increase "visibility" next year
Form a group for exploration of the feasibility of a pre-school program	-Advertise for volunteers -Establish space constraints -Establish "optimal" campus size	May 2008	-Will add to the "goals" list for 2008-09 school year
Finish campus playground	-Meet with Buildings & Grounds	Ongoing	-Will add to the "goals" list for 2008-09 school year
Continue established Recruitment/Retention efforts	-Campus visits -Visit day on our campus -Band to travel to other schools -"Step up" day -Recruitment DVD -Remember our own students moving up to middle school	2007-08 School year	-Visit days to occurred in February -Held a successful kindergarten roundup in March -Step up day for Holy Rosary students held the last week in February -Approximately 15 new families for next year

Continue established New Family contacts	<ul style="list-style-type: none"> -Continue to partner with H&S -“Welcome” calls -Continued scheduled contact through the year 	2007-08 School year	<ul style="list-style-type: none"> -Contacts have been made before major events, ie. Carnival, Christmas program, etc. -Made notes of comments, improvements that need action for coming years -Final calls will be made before the end of the year -Surveys will be sent out to exiting families -Thank you letters will be sent to all exiting families -End of year surveys being sent out
Maximize Annual Marketing Budget 2007-08:	<ul style="list-style-type: none"> -Work with DACS on advertising -Gifts for staff for Catholic Schools Week -Promotional materials for Annual Giving -Promotional materials for Kindergarten Roundup -Yard sign campaign 	2007-08 School year	<ul style="list-style-type: none"> -Teacher gifts will be ordered -Teddy bears were given to all potential kindergarteners -Ordered more HRS custom printed ribbon for teddy bears and other events -Combined DACs advertising in News Tribune for kindergarten roundup -Will watch budget closely in terms of DACs requirements from each school
Initiate a “Baptism” program with parish	<ul style="list-style-type: none"> -Send congratulations card -Send a “onesie” with printing 	Ongoing	<ul style="list-style-type: none"> -Each family that has a child baptized at the church receives a card and “onesie” -Will add a birthday card for these families next year
Formation of an alumni database for contacts	<ul style="list-style-type: none"> -Begin entering info into database -Send regular mailings 	Ongoing	<ul style="list-style-type: none"> -Lee looking in to purchasing information from alumni from database services (researching individuals too time consuming and costly)

			-Discussed possibility of sending surveys to alumni after 9 th grade year
Apply for grants that are applicable to Development's mission	-Find a volunteer grant writer -Search out applicable grants	Ongoing	
Facilitate Kindergarten roundup	-Advertise -Invite	March 2008	-Combined advertising with DACs in Duluth News Tribune & radio
Initiate a volunteer program for parishioners to become involved in school	-Research feasibility -Research interest from parish	2008 School year	-Add to "goals" list for 2008-09 school year
Bulletin Board at church	-Ask permission for placement -Run ad for "volunteer"		-Add to "goals" list for 2008-09 school year