



SCHOOL IMPROVEMENT PLAN

School: Saint Anthony Catholic School (SAS)

Date: 05/25/2021

Area Needing Improvement: Marketing the School

Improvement Goal 3: Market SAS in order to improve enrollment and continue to offer a quality education with Catholic values.

Target Groups/Audience for activities and strategies below:

- 1. Other parish clergy (to support and advocate SAS)**
- 2. Families new to the area (looking for a school for their children)**
- 3. Catholic Families in our parish or surrounding areas with younger children (1yr to 5yr about to enter school)**
- 4. Parents of current SAS students (existing parents are our best spokespeople and recruiters)**

Activities/Strategies (audiences targeted – see below)	Responsible Parties	Start	Complete	Evidence of Implementation
1. Community Visibility: Staff/parent/student testimonials, and/or updates to boost visibility of SAS: <ol style="list-style-type: none"> a. Testimonial by staff/student/parent at St. Anthony Catholic School or area parish churches. b. Continued placement of brochures at area businesses and use local phone book ads to promote SAS c. Distribution of stickers, yard signs, and other SAS logo items 	Principal, Advisory Council and PTC	2020	2023	Develop a list of dates presentations were made during the weekend Masses. A list of brochures used to promote SAS
2. Surrounding Parish Priest/Deacons Involvement: Invite priests/deacons from neighboring parishes to participate periodically in classroom and Friday Mass <ol style="list-style-type: none"> a. Father Augustine to make a list of priests in the surrounding area and invite one per month to participate in Friday/Classroom Mass 	St. Anthony Priest and Principal	2020	2023	A list of dates and neighboring priests celebrating Mass with the SAS students.

3. Community/Parent/Alumni Communication: Send out newsletters (fact sheets) to communicate positive information about SAS. Make use of Social Media such as Facebook.	Principal and Advancement Coordinator	2020	2023	Copies of the newsletters, articles posted in the local papers, weekend church bulletin, SAS Monday folders, SAS web page, texts, e-mails Facebook to help promote SAS
4. Annual Financial Appeal: Each year have a financial appeal to all SAS Alumni	Principal and Advancement Coordinator	2020	2023	Scheduled time period and materials used for the SAS Appeal.
5.To provide an “Open House” for the Community to come and view the school and ask questions.	Principal, PTC , SAS Staff and Advisory Council	2020	2023	List of dates, times and places the Community Open Houses are held
6.To Establish Annual Class Reunions	Principal and Class Representatives	2020	2023	List of class reunions held annually
7. To Provide a Goodie Bag for new SAS Students	Principal and PTC	2020	2023	A list of items presented to the new SAS students

How will you assess that you have achieved the Improvement Goal