

Bethany Lutheran School

Marketing Plan

2014-2015 Academic Year

- Continue to develop Bethany Lutheran School Brand and Logo
- Consistently use recognizable school brand in all communications, collateral materials
- Gradually increase “Trojan Gear” product line
 - “Trojan Gear” booth sales at all school functions
 - Spirit Days to allow students to wear “Trojan Gear” to school
- Increase Awareness of Bethany Lutheran School in Parma and surrounding communities
 - Establish a budget for advertising campaign
 - Establish a constant presence by posting event/school flyers in area businesses: **(LSI?)** (_____)
 - Submit School events, information and photos to Monthly Community Calendars and Community Snapshots (_____)
 - Establish an advertising schedule/campaign for local publications
 - Sun Post
 - Submit photos and/or articles showcasing school activities and events on a consistent basis (_____)
 - Establish relationships with specific Sun Post editors (_____)
 - Weekly activity/event submissions to on-line and print community calendar (_____)
 - Cleveland.com
 - Attend community events such as holiday parade, etc. (_____)
 - Enhance Relationships with Preschools and Daycare Centers
 - Regular Goodwill Visits **(LSI?)** (_____)
 - Attend Preschool / Kindergarten Info Nights (_____)
 - Invite their families to our Kindergarten and all-school open houses
 - Enhance Relationships with area churches that do not have a school (_____)
 - Social Media/ web presence
 - Great Schools.com
 - Facebook (_____)
- Update Bethany Lutheran Church Congregation – bulletin and announcements (_____)
- Continuous Updating of School Marketing Materials
 - Priority: Website updates (_____)
 - As-needed flyers/brochures (_____)
 - Admission/information packets (_____)

- **Maintain High Retention**
 - Internal School Communication
 - Member connect email-based school information
 - Send reminders/invitations for regular school events to new families
 - Classroom newsletters
 - Wednesday Notes for school information
(Goal: Increased parent participation: encourage parents to make a difference)
 - Regular Fellowship Events (BLC Fellowship Board)
 - Implement Family Mentor Program to help assimilate new families (BLC program)

- **Increase Retention For Students Finishing Preschool and Entering Kindergarten**
 - Regularly scheduled “Step-Up” Day
 - Highlight and promote well-roundedness of BLS: academic excellence and high school preparedness, athletics and enrichment
 - Highlight that student path is set through 8th Grade (do not have to worry about Middle School)
 - Establish relationship with preschool parents (_____) (LSI?)
 - Evolvement of Mentor Family Program – (BLC program)

- **Increase Enrollment for Kindergarten**
 - Referral Bonus

- **Host Focus Groups**
 - Ongoing education for parents (_____)

Monthly Activities Timeline

August

School Events

“Back to School Night” Classroom Open House 8/25/14
Welcome reception for new students and parents 8/26/14

External Events

Church Picnic at German Central 8/23/14
Staff rededication/installation 8/24/14

Advertising/PR

School information sheet in bulletin
Fall “Letter to our Friends”

September

School Events

Arch Ceremony on Wednesday 9/3/14
Student Council Car Wash _____
7-8th / 5th & 6th Girls and Boys Volleyball Games at BLS
Picture day 9/11/14
Book Fair / Grandparents Weekend 9/20/14

External Events

7-8th Girls and Boys Volleyball opening tournament at LHSW 9/5-7/14
BLC Women’s Retreat 9/12-13/14
BLC Clambake 9/27/14

Advertising

October

School Events

Parent Teacher Conferences 10/15-16/14
Classroom Halloween parties 10/31/14
7-8th / 5th & 6th Girls and Boys Volleyball Games at BLS

External Events

BLC Hayride 10/12/14
LCMS All Professional Church Worker Conference 10/19-21/14

Advertising

School information sheet in bulletin

November

School Events

BLS Preseason Basketball Tournament (Boys) 11/19, 21-23/14

External Events

MLS Preseason Basketball Tournament (Girls)

Advertising

December

School Events

7-8th Girls and Boys basketball games at BLS
Christmas Musical
Band Concert
Highlight Christmas charities
School re-enrollment for current families opens 12/15/14

External Events

BLC Craft Fair 12/12-13/14
BLC Happy Birthday Jesus 12/14/14

Advertising

School information sheet in bulletin

January

School Events

7-8th Girls and Boys basketball games at BLS
School Open House (All NE Ohio Lutheran Schools) 1/25/14
National Lutheran Schools Week 1/25- 2/1/15
EXCEL Fair 1/28/15

External Events

Open Enrollment
St. John South Euclid Invitational Basketball Tournament (Boys) 1/15-19/15
LHSW Basketball tournament (Girls)
Padua Art Show

Advertising

Brecksville-Broadview Hts. Preschool Fair
Parma Preschool Fair
School information sheet in bulletin

February

School Events

7-8th Girls and Boys basketball games at BLS
Year-end basketball tournaments & Cheerleading competition
Mother-Son dance
Classroom 100th day

External Events

Power of the Pen competition
LHSW Elementary Band Concert

Advertising

Grace Church education fair
Strongsville Mall – FISH radio Fair

March

School Events

Power of the Pen competition
Achievement Testing
School Bowling Event
Open House – BLS Only

External Events

BYC Vendor Fair

Advertising

School information sheet in bulletin

April**School Events**

6th Grade to Camp 3/30/ - 4/2/15

Book Fair

External Events

LHSW Academic Rally 4/18/15

Advertising**May****School Events**

CLEL Track Meet

Band Concert

Spring Music Program

PE Testing _____

1-4 Field Day

80th Year Celebration

EXCEL Fair

Student Council Car Wash

External Event

BYC Confirmation & Retreat

Advertising

School information sheet in bulletin

June**School Events**

School Awards Assemblies

AR Party

8th Grade Graduation Banquet

External Events**Advertising****July****School Events****External Events**

BLC VBS – Contact via LSI letter & email

Advertising

4th of July Parade w/ VBS

Ongoing Marketing Activities

Topics that set us apart from other schools (especially public):

- Bible-based religion classes, devotions and all-school chapel
- Staff
- Small Class Size
- Spanish K-8
- Art K-8 – dedicated instructor
- Music K-8 – dedicated instructor
- Distance Learning for High School credit: Algebra I
- Piano Keyboard Lab
- Physical Education Lab – Dance Pads, Exercise Bikes, Climbing Wall
- Broadcast System and Class
- Robotics Class
- Technology
 - (2) iPad Carts (30 classroom set in each cart)
 - PC – Laptop carts
 - Jupiter Grades

Other school events and activities:

- Field Trips
- Grade-specific Activities
 - 6th Grade Outdoor Education Camp
 - 7/8 Washington DC trip)
 - Kindergarten Partners (Kgn. & 8th grade)

School & church relationship builders:

- Choirs
 - K-2
 - 3-4
 - 5-8
- Bells
 - K-3 ringers
 - 8th grade handbells
- School Wednesday note email
- Church Bulletin Inserts or Announcements

S.W.O.T. Analysis

Strengths

- Academic Excellence
 - Good Reputation
 - Good Preparation for High School
 - High percentile in testing results Terra Nova Achievement Test)
 - Support for exceptional students
 - Curriculum variety
- Caring Staff
- Beautiful Building INSIDE
- Support from BLC

Weaknesses

- PTL Parent Involvement
- Grounds around building lacking attention and ownership

Opportunities

- Public School Poor Economic Situation
- School Consolidation / Regrouping of grades
- Increased Class Sizes in other schools

Threats

- Poor Economy / decreased number of higher-paying jobs
- Competition from other private/charter schools competing for students
- Less students in immediate area
- Declining Interest in Faith-based Schools/Education