

**Diocese of Fort Wayne - South Bend**  
**Strategic Priority Four: Enrollment Management**

Strategic Priority	Initiative	Outcomes	Lead	Team Members	Resources Required	Inter Dependencies	Start Date & Baseline Data	End date & Benchmark Goal
<b>SP4: Develop Marketing Tools at the Diocesan Level for schools to use, and each School will develop Enrollment Management Plans.</b>								

<i>List priorities from the strategic plan</i>	<i>Define major initiatives (maybe multiple for each strategic priority)</i>	<i>List the anticipated outcomes for each initiative.</i>	<i>Designate a person who will own initiative</i>	<i>List names of people who are responsible for driving the initiative forward</i>	<i>Briefly explain the financial and other resources needed to implement the initiative.</i>	<i>Explain dependencies on organizational support functions (i.e., HR, IT, finance, other) or other initiatives</i>	<i>Estimate a general timeline for the project. (Quarter/Month)/YYYY</i>	
SP4: Develop Marketing Tools at the Diocesan Level for schools to use, and each School will develop Enrollment Management Plans.	4.1 Contract with 86-Creative to conduct Brand Strategy Sprints	Sign an agreement with 86-Creative to conduct mini sprints with parents, pastor, principals, leadership team and deliver a Sprint Report.	Carl Loesch	Jacob Laskowski, Carl Loesch, and Joe Brettnacher	Bishop Rhoades funded this project at \$8,200 and FW_SB - CSO and <a href="#">86-Creative Signed Agreement</a>	Bishop's Office, Finance Office, & Catholic Schools Office.	11/11/2020 No agreement	1/6/2021 Sign Agreement
	4.2 Conduct Mini Sprints with parents, pastor, principals, and leadership team.	Report on the findings from the Mini Sprints	Jacob Laskowski	Jacob Laskowski, Carl Loesch, and Joe Brettnacher, and the sprint groups	Schedule Zoom Meetings and conduct sessions Mini Sprint Groups, and <a href="#">86-Creative - Notes on Establishing Groups</a>	86-Creative, CSO, and Mini Sprint Groups.	12/2/2020 No sprints	12/27/2020 Completed sprints
	4.3 86-Creative delivers the Sprint Review	Formal Presentation of Sprint Report.	Jacob Laskowski and Team	Jacob Laskowski and Team	Zoom and FWSB_CS0 <a href="#">Sprint Report + Blueprint</a>	86-Creative and Leadership Team	1/8/2021 No Review	1/8/2021 Review
	4.4 86-Creative will develop a proposal for re-introducing Catholic schools to the public, build a stronger awareness of Catholic	86-Creative will develop and present a proposal for moving forward.	Jacob Laskowski and Team	Jacob Laskowski and Team	Zoom, <a href="#">2021 86-Creative - FWSB-CSO-Strategic-Plan</a> , and	Jacob Laskowski, Carl Loesch, and Joe Brettnacher	1/8/2021 No proposal	1/15/2021 Proposal

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	schools' value, increase requests for tours/more information, and expand enrollment at schools.							
.	4.5 Carl Loesch and Joe Brettnacher will review 86-Creative's Proposals for Phase-1 and Phase-2 and respond accordingly.	Review the proposal and determine whether the CSO wants to contract with 86-Creative for phase two.	Carl Loesch	Carl Loesch and Joe Brettnacher	<p>The proposed costs follow, \$8,000 for Brand Strategy Sprint (Completed), \$23,00 for Phase 1 and 2, Estimate of \$50,00 for Phase 3, for a total of \$81,700 that exclude costs of Marketing Materials (e.g., Brochures, Radio Spots, Billboards, videos, etc.</p> <ul style="list-style-type: none"> <li>• <a href="#">86-Creative Creative Proposal Analysis &amp; Questions</a> and,</li> <li>• <a href="#">CSO Response to 86-Creative Proposal Two</a></li> </ul>	Catholic School's Office and Office of Communications: Carl Loesch, Jennifer Simerman, and Joe Brettnacher	1/15/2021 Review Proposal	1/27/2021 Next Steps
	4.6 Determine whether the Office of	Forge a partnership with the Office of	Carl Loesch	Carl Loesch, Jennifer Simerman,	Not known	Catholic Communication will	1/27/2021	3/15/2021 Meet

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	Communications will partner with the Catholic Schools Office to create marketing resources in 2021.	Communications to provide marketing resources to load the CSO Marketing Toolkit they created in 2019.		and Joe Brettnacher		work with the CSO to determine the scope of the project.	Set up meeting	
	4.7 Office of Communications will provide a Marketing Proposal to support schools with marketing deliverables in the Spring of 2021.	Office of Communications with providing a Marketing Proposal that will include short-term ways they can provide support to schools with marketing deliverables in the Spring of 2021	Molly Gettinger	Office of Communications Team and CSO.	The proposal will contain a list of services and the costs for schools. See the <a href="#">CSO 2021 Proposal for Sharing</a>	Office of Communications will brainstorm ideas and for services and deliverables and present a 2021 Marketing Proposal.	1/27/2021 Share Needs	2/6/2021 OC proposal
	4.8 Office of Communications will execute its 2021 Marketing Plan.	Office of Communications will create a Social Media Advertising Plan to include #CSOFWSB targeted at a specific demographic to include four social graphics, two Spanish Graphics.	Molly Gettinger	Office of Communications Team and CSO.	See the <a href="#">CSO 2021 Proposal for Sharing</a>	Office of Communications will need the assistance of the CSO to provide data and approve concepts and materials	1/27/2021 Work on Deliverables	2/6/2021 Review deliverable as they become available
	4.8 Office of Communications will create two videos for schools for two audiences 1) K/K student and 2) 6-8	Office of Communications' will produce the following. <ul style="list-style-type: none"> <li>Two 3-4-minute videos; two</li> </ul>	Molly Gettinger	Office of Communications Team and CSO.	See the <a href="#">CSO 2021 Proposal for Sharing</a>	Office of Communications will need the assistance of the CSO to review	2/7/2021 CSO and OC will work on a Storyboard	3/1/2021 Review videos as they become present

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	grade/high school students and parents.	shortened 30-60 second videos for social, <ul style="list-style-type: none"> <li>Storyboard drafts, and</li> <li>Download links provided to schools through marketing toolkit</li> </ul>				storyboards and draft videos	for the video.	
	4.9 Office of Communications will post materials on the marketing toolkit webpage for schools to download and use.	Office of Communications' will produce the following. <ul style="list-style-type: none"> <li>Bulletin announcement / messaging suggestions posted in the toolkit (English and Spanish),</li> <li>General CSO fact sheet (English and Spanish),</li> <li>General CSO brochure (English and Spanish)</li> <li>Scholarships and affordability brochure (English and Spanish)</li> <li>Application process information</li> </ul>	Molly Gettinger	Office of Communications Team and CSO.	See the <a href="#">CSO 2021 Proposal for Sharing</a>	Office of Communications will need the assistance of the CSO to review the marketing toolkit webpage.	2/7/2021 Work on bulleting announcements, fact sheet, brochures, Postcards, banners, etc.	3/15/2021 CSO review and OC revise as necessary

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		on the website (English and Spanish) <ul style="list-style-type: none"> <li>Grant and scholarship information posted (include a button for Spanish view)</li> <li>Postcards for download (English and Spanish)</li> <li>Banner images for ads, social media, the website for download (English and Spanish),</li> <li>Link to Spanish pieces from Hispanic ministry page</li> </ul>						
	4.10 The Office of Communication will be a resource to schools with their marketing efforts.	Service offerings and a price list follow. <ul style="list-style-type: none"> <li>Marketing/ Communications Assessment,</li> <li>School/Pari sh Marketing Toolkit <a href="https://csomarketing.weebly.com/cso-materials.html">https://csomarketing.weebly.com/cso-materials.html</a></li> <li>Promotion <a href="https://todayscatholi">https://todayscatholi</a></li> </ul>	Molly Gettinger	Office of Communications	See the <a href="#">CSO 2021 Proposal for Sharing</a>	Schools will rely on the Office of Communications to deliver requested services.	1/27/2021 Create Resource Guide	Ongoing Post the Resource Guide on the CSO Website

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		<a href="#">c.org/submit-an-event/</a> <ul style="list-style-type: none"> <li>• Branding Starter Package,</li> <li>• Next Step Marketing,</li> <li>• Training Courses, Package Price for the three items above,</li> <li>• Social Media Marketing Graphics, and</li> <li>• Full Branding/Marketing Strategic Plan</li> </ul>						
	4.11 Get three bids to provide professional development (PD) to schools on Enrollment Management Best Practices.	The CSO will get bids from the following vendors. <ul style="list-style-type: none"> <li>• Partners in Mission (PIM),</li> <li>• Catholic Schools Mission (CSM), and</li> <li>• OSV</li> </ul>	Joe Brettnacher	Joe Brettnacher and Carl Loesch	The CSO will use marketing funds to provide free PD. <ul style="list-style-type: none"> <li>• <a href="#">PIM Bid</a></li> <li>• <a href="#">CSM Bid</a></li> <li>• <a href="#">OSV Bid</a></li> <li>• <a href="#">Enrollment Management Workshops Bid Comparisons</a></li> </ul>	School dues and CSO Marketing Funds	11/10/2020 Contact PIM, CSM, and OSV for bids	12/7/2020 Review the bids.

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	4.12 Sign a memorandum of understanding with PIM to deliver four Enrollment Management Workshops.	Joe Brettnacher will create an Engagement Letter for PIM to four professional workshops relating to comprehensive enrollment management programs for the Catholic elementary schools and secondary schools in the Diocese of Fort Wayne - South Bend. <ul style="list-style-type: none"> <li><a href="#">20201207 DFWSB School Engagement with Partners in Mission</a></li> </ul>	Joe Brettnacher		Four workshops at \$4,500 each (\$18,000), materials and travel expense extra, estimate to \$22,500.	CSO will rely on PIM to deliver four workshops. The CSO will help with the workshop's organization and rely on grant and CSO-Marketing funds to provide free workshops. <ul style="list-style-type: none"> <li><a href="#">PIM Bid</a></li> </ul>	12/7/2021 Ask for MOU from PIM	1/15/2021 Sign MOU Document
	4.13	<ul style="list-style-type: none"> <li>Purchase the PowerSchool Enrollment Addon</li> </ul>	Jeff Kieffer	Jeff Kieffer, Mary Sturm, and Patty Veerkamp	Four Schools Underwrote for the 2021-2022 SY and initial training costs. Sign a three-year contract beginning March 2020 through March 2023 \$3/Student/School	CSO, Four Schools, PowerSchool	March 2020 The first Contract Signed	March 2021 Actual Contract then reviews for renewal.

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	4.14 PIM will provide the CSO with two options for the March to November workshops.	<ul style="list-style-type: none"> <li>The CSO will review the options and choose one.</li> <li>The CSO will revise topics for the first workshop.</li> <li><a href="#">Enrollment Management Workshops Outline for March 2021 to November 2021</a></li> </ul>	Joe Brettnacher	Joe Brettnacher and Larry Furey	PIM will need to work with the CSO to tailor the first workshop to meet schools' needs from March until the School Year ends.	The CSO will need to use grant and Marketing funds to pay the expenses.	2/7/2021 PIM creates EM Options	2/15/2021 CSO works with PIM to Tailor proposals to meet the needs of schools.
	4.15 The CSO will work with PIM to get participants signed up.	<ul style="list-style-type: none"> <li>PIM will create a <a href="#">flyer</a> to advertise the workshops.</li> <li>PIM will create <a href="#">electronic reservations</a> for all four workshops.</li> <li>Joe Brettnacher will strongly encourage all schools to register a <a href="#">team</a>.</li> <li>PIM will create a Zoom conference for each workshop and send participants the links.</li> </ul>	Joe Brettnacher	Joe Brettnacher and Larry Furey	No cost	PIM will work with the CSO to keep track of the registrants,	2/15/2021 PIM creates a Sign-Up Sheet	3/12/2021 Completed Sign Up Sheet



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	4.16 PIM will conduct the first workshop.	<ul style="list-style-type: none"> <li>The presenters will discuss how schools can meet their enrollment goals from March to the School Year-end. PIM will assign schoolwork to complete by the second workshop.</li> <li><a href="#">Agenda</a></li> </ul>	Joe Brettnacher	Joe Brettnacher, Larry Furey and PIM Team	The workshop costs \$4,500.	PIM is dependent on the CSO and the participants	3/12/2021 PIM Organizes and Delivers the first workshop.	6/9/2021 Resources from the first workshop.
	4.17 PIM will conduct the second workshop.	<ul style="list-style-type: none"> <li>The presenters will discuss Preparing for Next Year.</li> <li>PIM will assign schoolwork to complete by the second workshop.</li> <li><a href="#">Agenda</a></li> </ul>	Joe Brettnacher	Joe Brettnacher, Larry Furey and PIM Team	The workshop costs \$4,500.	PIM is dependent on the CSO and the participants	6/9/2021 PIM Organizes and Delivers the second workshop.	6/15/2021 Resources from the second workshop on the webpage
	4.175 PIM will conduct the second workshop.	<ul style="list-style-type: none"> <li>Tools and Resources to Build Your 2021-2022 Enrollment Management Plan</li> </ul>	Joe Brettnacher	Teams at 43 Schools		Joe Brettnacher Jeff Kieffer John Elcesser Molly Gettinger Cathy Donahue Kathy Link Kevin Dougherty Maria Ippolito Caitlin	6/9/2021 Begin work on Enrollment Management Plans	7/30/2021 Review Complete EM Plans

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	4.18 PIM will conduct the third workshop.	<ul style="list-style-type: none"> <li>The presenters will discuss Developing Specific and Cross-Functional Strategies.</li> <li>PIM will assign schoolwork to complete by the second workshop.</li> </ul>	Joe Brettnacher	Joe Brettnacher, Larry Furey and PIM Team	The workshop costs \$4,500.	PIM is dependent on the CSO and the participants	9/10/2021 PIM Organizes and Delivers the third workshop.	11/5/2021 Resources from the third workshop on the webpage
	4.19 PIM will conduct the fourth workshop.	<ul style="list-style-type: none"> <li>The presenters will discuss We're All in This Together – Getting the Year Off to a Strong Start.</li> <li>PIM will assign schoolwork to complete by the second workshop.</li> </ul>	Joe Brettnacher	Joe Brettnacher, Larry Furey and PIM Team	The workshop costs \$4,500.	PIM is dependent on the CSO and the participants	11/5/2021 PIM Organizes and Delivers the fourth workshop.	11/15/2021 Resources from the fourth workshop on the webpage
	4.20 Schools need to determine whether they want to contract with PIM for additional support.	<ul style="list-style-type: none"> <li>PIM will conduct small group workshops for participant leadership to grow enrollment.</li> <li>PIM will conduct three half-day workshops onsite for enrollment management coaching.</li> </ul>	Joe Brettnacher	Principals	\$6,000 per School	The schools would coordinate with PIM and use the CSO when needed.	11/5/2021 Review with PIM about next steps	6/30/2022 Decide on the next steps

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