**Goal 1: St. John’s School is prominent within our church and community.**

**OB1:** A marketing/PR committee is formulated to promote our school and its programs.

This committee is responsible for implementing the following objectives. (June 2013)

**OB2:** Through written and visual materials, the church members are more aware of

St. John’s Lutheran School. (Sep 2013)

S1 Bulletin items

A1: Classroom submissions

A2: vOffice / administrative / Calendar reminders / trivia

S2 Display board

A1: Quarterly activity update

S3 Classroom projects

A1: Display artwork/projects /poetry/literature, etc.

S4 Utilize the narthex monitor to display special events

A1: Classroom activities

A2: Office items: Upcoming events calendar

A3: Sports review

A4: Honor roll students

S7 Highlight a classroom of the month

A1: Publish in church newsletter / bulletin

S8 Promote student accomplishments

A1: Wall displays

A2: Bulletin announcements

S9 Prayer list

A1: Develop a system for weekly inclusion on the prayer list

S10 “Minute-student” report

A1: Develop a system to highlight school events in an after-service setting

A2: Production of various 2-minute videos highlighting the school

-Student, parent, or staff-produced

S11 Continue updating and improving the school website

A1: Explore other school website for new ideas

A2: QR codes to link tech-savvy congregational members to the school

website

S12 Enhance church service

A1: Christmas service

A2: Sing monthly

A3: Make bread for Maundy Thursday

A4: Youth bell choir

**OB 3:** Through written and visual materials, the community is aware of St. John’s Lutheran

School. (2013-14)

S1 Plan opportunities for school exposure

A1: Harbor/Peace Villa projects

* Display artwork
* Plan opportunities for student/resident contact

A2: Search out singing/performance opportunities at community events

* Beyond the Yellow Ribbon banquet
* Arts in the Park

A3: Display projects in area businesses

A4: Utilize cable TV access opportunities

A5: Utilize the Klein Bank sign to promote community opportunities

A6: Set a schedule/rotation for newspaper submissions

A7: Put together up-to-date Welcome Wagon items

A8: Brochures in public locations

S2 Continue updating and improving the school website

A1: Search other school websites for ideas that can be implemented at SJS

A2: Look into the feasibility of expanding opportunities for online

payments, filling out needed forms, and other types of parent

conveniences.

A3: Provide an area for student projects/activities to be displayed.

**OB 4:** The students of St. John’s Lutheran School are taking an active role in our church

and community. (2013-14)

S1 Community service

A1: clean yards

S2 Local recipient for a chapel project during one quarter of the school year

S3 Explore opportunties for a local surrogate grandparent program within the

church and community.

S4 Shut-ins

A1: Initiate a card program

A2: Make craft items to be used as gifts

S5 Explore ways to include the community within our school

A1: school events/programs

S6 Utilize community businesses and services

A1: NYA library

A2: Historical society

A3: Bank, etc.