**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.