



Redeemer Lutheran School Glendale, New York Michael C. Williams, Principal



Project Summary

Redeemer Lutheran School is located in central western Queens, New York. It was established as a congregational day school in 1955 by the Evangelical Lutheran Church of the Redeemer (LCMS). The school serves students in Nursery (3-year-olds) through grade 8. Current enrollment is 157 students. 2009 -2010 was the first year having the universal pre-kindergarten program.

Redeemer is a “great family school”. The purpose of this project was to develop an effective marketing strategy that would help get that message to our immediate and surrounding communities.

Redeemer Lutheran School was in need of an effective marketing strategy. The school has not been immune to the acute challenge that is facing most of our Christian education ministries today – declining enrollment. Meaningful enrollment of new students has not been replacing those of attrition through graduations and families moving. Immediate competition comes from three surrounding schools – a public, a Catholic, and a sister Lutheran school.



Project Results



- The church and school worked with the Lutheran Schools Association through its educational planning process. Seven aspects of Redeemer Lutheran School were reviewed: Lutheran identity, community, governance, academics, facilities, finance, and marketing. A three-year action plan for Redeemer was developed.
- A new marketing committee was formed. The committee developed a new school logo, a 12-month calendar, a promotional poster, and a brochure.
- Bob Rogalski, marketing consultant and Director of Christian Schools Development Center, came to our school to lead a “Redeemer Promotion Night”.
- Marketing expenses tripled above budgeted amount for this year. Allocation for fiscal 2011 is at least that amount.
- There has been a resurgence of the Redeemer Parent Teacher Association. Their theme is “Building stronger relationships between our school families”.

What We Have Learned

1. The development of an effective marketing strategy for Redeemer encouraged many members of the church and school family to take ownership.
2. A self-study helped identify Redeemer’s strengths and weaknesses.
3. The Action Plan for Redeemer has allowed some new initiatives to be envisioned.
4. The development of our marketing strategy saw other aspects of the school included for future review planning.
5. The growth of our school has more of the school family seeing the bigger picture – marketing our Christian school is everyone’s responsibility.
6. A marketing strategy has to be a team effort that is definitive, committed, and consistent.

