

# Academy of Saints Peter and Paul

Loretto, MN

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## The Academy

The Academy of Saints Peter and Paul is a rural parish school located approximately 30 miles west of downtown Minneapolis. The church and school have over 150 years of history and service in the community.



While the Academy has enjoyed a reputation for academic excellence, other local schools- both private and public- are widely considered to be very good schools as well. Therefore, it is vital for the Academy to be able to market itself and stand out among several other academic institutions.

## Project Summary

To help the Academy achieve its enrollment goals, I designed an Integrative Marketing Strategy with five key components. The Marketing Task Force was instrumental in the composition and implementation of the IMS.

## Integrative Strategy: 5 Key Components

- Construct a “New Family” Folder to hold information for prospective families
- Design and print a new brochure
- Design and distribute new postcards to promote annual January Open House
- Completely redesign and restructure parish and school website
- Redesign parish newsletter

## Project Results

- “New Family” Folders completed and delivered in late October
- New brochures completed in December and delivered in January; postcards redesigned and mailed in January
- Website restructured and launched in December
- New design template for parish newsletter approved by MTF and EAC in March. Funds granted from donor in April, with newsletter mailed in May

## What We Learned

In today’s marketplace, a viable marketing strategy is an essential component for the success of a private school.

As a smaller private school with limited funds, we must seek those who are willing to donate “time, talent, and treasure”. A school administrator cannot do this work alone; recruiting a committed group of parents and parishioners to a marketing task force is critical to the success of the plan.

During the course of this project, many parishioners and other members of the community stepped forward and offered considerable resources towards the completion of each component. No single component could have been completed without their assistance.



Since the creation of this marketing plan in June 2008 the Academy has increased its enrollment from 74 students to 109 students.

