



## **Marketing and PR**

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### **What I Did:**

Lutheran High School of San Antonio has gone through a number of changes over the last 12 years. Most of these changes were physical location changes. The school began in 1995 sharing classroom space with Concordia Lutheran Church and school. Concordia made a move to a new location and LHS purchased their campus in 1998. In 2004 LHS sold that original campus and moved to a temporary location. In 2006 LHS purchased 54 acres on the West Northwest corner of San Antonio to be its permanent location. This permanent location is approximately 15 miles away from the original starting point. Because of these moves many of the association members lost track of our location and certainly the community that LHS moved into didn't have any knowledge of Lutheran High School of San Antonio.

There had been some attempts to Market the school for recruitment purposes that did not provide many results. The attempts were many times at the whim of the leadership with no direct coordinated and organized plan. With the help of Dan Krause a marketing plan was developed during the 2012-13 school year.

### **What did I learn?**

My assumption as I arrived in 2007 that our association congregations and the community had a working knowledge of LHS was very wrong. The mind set of having 18 years presence in the San Antonio area did not necessarily assure people knew who we were and what we were about. My mindset had to change and the traditional ways of communicating our mission and vision needed to change. Also, many well intentioned stakeholders thought they had the answers of what needed to be done. This led previous and current administration in many different directions of how to and where to market the school. This has taught me that I need to take the lead, set the direction, explain what we are doing, how we are doing it and not to deviate from that plan.

### **What difference did it make?**

- Refocused our staff and administration on who and what we are
- Got us to be very concise about how we are going to communicate with the community
- Gave us a direction that can be used year in and year out
- Gave us a plan to communicate to our stakeholders of what we are doing
- Engaged the stakeholders in a common direction on how they can help
- Gave everyone some optimism for growth at LHS