



## **Communications and Public Relations Programs**

**Strategy 6.1:** Work with Parish Offices to promote Catholic School Programs in Weekly Bulletins.

- Coordinate with the Parish Offices to include Catholic School information or inserts in the weekly Parish Bulletins.
- Add link to school calendar to Parish websites/social media.

**Strategy 6.2:** Expand communications, support, and cooperation between East and West Elementary, Holy Trinity, and Cedar Catholic Jr.-Sr. High School.

- Coordinate and schedule meetings, programs, and schedules with Cedar County Elementary Schools to improve communication and coordination of schedules and programs. In order for this to be successful, leadership has to be on the same page.
- Utilize the website and Flock notes (make sure parents' and students' correct email addresses are included in Flocknote.
- Schedule activities with C-Club, NHS, Campus Ministry as outreach to our feeder schools. Add Osmond in here as well.
- Continue to post school announcements to be reviewed by students/staff each morning.
- Continue to participate in special masses together as Catholic Schools Week, the Youth Rally and Homecoming Masses.
- Send invites to scheduled activities to the elementary schools.

**Strategy 6.3:** Research, develop and implement programs to promote parent awareness of scheduled events, changes, and options for increased involvement.

- Continue to post communication and schedule changes on the school text messaging system and sycamore app.
- Utilize the website and Flock notes. (make sure parents' and students' correct email addresses are included in Flocknote.
- Host a Home/School meeting in August where admin and teachers go through the handbook and parents can ask questions.
- Develop a Parents' Day at CCHS fair-style with resources, trainings (on Sycamore, Google, Lunch Accounts), forms, and gathering contact information.
- Create an informational portal where parents can search for specific topics, rules, forms, ect.

**Strategy 6.4:** Research, develop and implement recruitment programs to encourage parents to consider the benefits of Catholic School for their children.

- Utilize social media such as Facebook, Twitter, Instagram, Youtube, and Snapchat as positive promotion for CCHS.
- Research/Visit area Catholic schools to become more aware of recruitment program options.
- Host presentations during/near Mass to promote Catholic Education.
- Continue the 6th grade Orientation Program. (All-day event that ends with an activity i.e. a concert, game, or dance).
- Create physical and online promotional materials.

**Strategy 6.5:** Expand use of Websites, Social Media, video productions, etc.... to market the benefits of Catholic Education at Cedar Catholic Jr.-Sr. High School.

- Post a Daily Positive Promotion of our students and everyday activities on social media.
- Posting schedule on website/social media that includes events, classroom activities, monthly teacher highlight, etc.
- Have student-led posting from journalism classes, marketing classes, communication classes.
- Expand communication through coordination of media resources (Sycamore, Flocknote, Website, and Social Media).
- Consider expanding options for teachers to access Flocknotes to communicate with parents.



**COMPLETED ACTION STEPS  
October 1, 2024 Report**

- **6.1** Added links to Parish and Elementary School Websites to the Cedar Catholic and Development Office Websites.
- **6.2** Host monthly administration meetings with Holy Trinity, East and West Catholic, Cedar Catholic, and Hartington Newcastle Schools to review coop activity and academic programs, bus schedules, etc...
- **6.2** Combined Homecoming Parade with Hartington Newcastle Public School, K-12 Homecoming Mass and Pep Rally.
- **6.2** Hosted K-12 Grandparent's Day with an All-School Mass, Eucharistic Procession to the High School Chapel and Coffee and Cookies in the Cafeteria.
- **6.2** Host monthly Religious Education Staff Workshops (EI) for East and West, Holy Trinity, St. Mary's (Osmond) and Cedar Catholic Teachers and Staff.
- **6.3** Continue to update and promote the High School and Development Office websites, calendars, Sycamore, flocknotes, social media, etc... to provide access to student and school information.
- **6.5** Post the weekly Trojan Tracker on the school website outlining all activities for the upcoming week.
- **6.5** Developed and post links on the school website for Athletics and Activities, School and Parish links, Career Ed and Guidance, President's Office, School Board, Handbooks, Calendars, Staff Directory, and School Contacts.