

**St. Mary's School will establish an online presence to help market the school and stay better connected with alumni, parishioners and community.**

**Create Facebook and Instagram pages and update and the school website.**

	<b>Timeline</b>	<b>Responsibility</b>	<b>Progress Report</b>
<b>Identify who is going to develop and maintain the sites.</b>	2019-20	Principal	<i>When and what happened?</i>
<b>Communicate with staff, parents, and parish on new sites.</b>	2019-25	Principal, Teachers	
<b>Create a monthly schedule to ensure all sites are current.</b>	2020-21	Principal	

**Publish a State-of-the-School report.**

	<b>Timeline</b>	<b>Responsibility</b>	<b>Progress Report</b>
<b>Research best practices on developing a State-of-the-School report.</b>	2019-20	Principal	<i>When and what happened?</i>
<b>Identify graphic designer and publisher to help with layout and printing.</b>	2019-20	Principal	
<b>Collaborate with the Parish Office to increase visibility of the State-of-the School report by including it with the Parish Newsletter bulk mailing.</b>	2019 -20	Principal, Parish Leadership	

**Create and provide electronic documents and payment system to better support registration, budget and enrollment process.**

	<b>Timeline</b>	<b>Responsibility</b>	<b>Progress Report</b>
<b>Research online documents and payment systems.</b>	2019-20	Principal, Parish Leadership	<i>When and what happened?</i>
<b>Collaborate with the Parish Office on shared services.</b>	2019-20	Principal	

<b>Provide staff training to support and update electronic system.</b>	2019-22	Principal	
<b>Explore feasibility of taking credit card payments for school related expenses.</b>	2019-20	Principal, Parish Administrator	
<b>Create a program to enhance the development of alumni relations and annual giving.</b>			
	<b>Timeline</b>	<b>Responsibility</b>	<b>Progress Report</b>
<b>Explore software that will build and maintain An alumni list with contact information.</b>	2020-21	Principal  Parish Administrator	
<b>Develop methods of communication to donors and alumni to build relationships.</b>	2021-22	Principal	
<b>Expand fund development efforts to focus on annual, major, and transformational gifts.</b>	2022-23	Principal	
<b>Identify ways to utilize and recognize alumni.</b>	2022 -23	Principal  Teachers	