



## 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

### January 1, 2025 Report

- 6.1 Continue hosting links to Parish and Elementary School Websites to the Cedar Catholic and Development Office Websites.
- 6.2 Continue 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.... See meeting minutes on the website.
- 6.2 Continue updating and expanding Cedar Catholic and Development Office webpages.
- 6.2 Continue using flock notes, Facebook, etc... to increase transparency and support internal and external communication.
- 6.2 Continue posting weekly Trojan Tracker on the Cedar Catholic Website. (*Expanded Calendar Information*).
- 6.2 Expanded Activity page information to allow for easy access to all student activities.
- 6.3 Expanded Home page and quick links improve accessibility and ease of use for unfamiliar users.
- 6.4 Continue posting promotional information and flyers on the Cedar Catholic and Development Office Websites.
- 6.4 Continue Utilizing social media such as Facebook, Twitter to promote school and Development programs and events.
- 6.5 Expanded school forms and handbooks are posted on the school website.
- 6.5 See website analytics posted below outlining the Monthly Files, Pages, Visits and Hits on our Website.

### 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

## Summary by Month

Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
<a href="#">Jan 2025</a>	6025	5419	1017	592	3671	9038400	5335	9161	48776	54225
<a href="#">Dec 2024</a>	4924	4548	777	475	7332	40505888	14731	24104	141008	152649
<a href="#">Nov 2024</a>	5428	4928	909	486	7719	38939299	14581	27270	147849	162848
<a href="#">Oct 2024</a>	7615	6621	1628	582	9355	50366644	18049	50494	205278	236095
<a href="#">Sep 2024</a>	7924	7323	985	498	7898	52954576	14958	29558	219712	237745
<a href="#">Aug 2024</a>	5988	5488	960	448	7680	40771294	13895	29783	170155	185655
<a href="#">Jul 2024</a>	4077	3727	783	395	6992	23868928	12262	24273	115556	126414
<a href="#">Jun 2024</a>	3218	2964	695	369	5931	18086665	11097	20869	88947	96555
<a href="#">May 2024</a>	4997	4511	1034	549	7400	26464447	17046	32065	139842	154915
<a href="#">Apr 2024</a>	4296	3865	1295	688	7283	30543968	20657	38878	115969	128880
<a href="#">Mar 2024</a>	4588	4068	1031	655	6769	750372553	20318	31977	126116	142231
<a href="#">Feb 2024</a>	7073	6167	1008	579	7714	1334405812	16811	29239	178865	205122
<b>Totals</b>						<b>2416318474</b>	<b>179740</b>	<b>347671</b>	<b>1698073</b>	<b>1883334</b>