



Catholic
Development
Network Inc.

Welcome

Agenda

- Prayer
- Development in Catholic Schools – *A Principal's Perspective*
- Morning Tea
- Tapping into your Alum
- Sponsors
- Lunch
- The Marketing and Comms Dilemma
- General Business



Session 1

Development in Catholic Schools – *A Principal's Perspective*

Ms Anne O'Loughlin – OLSH College Bentleigh

Mr Chris Caldow – Penola College Broadmeadows

Dr Peter Casey – Former principal St Patrick's College Ballarat now senior consultant CEO Melbourne



Session 2

Tapping into your Alumni – events and ideas on how to best tap into and engage your past students.

Jane Balme – Community Liaison CBC StKilda

Shane O’Neil – Alumnae Coordinator OLSH College Bentleigh

Trish Woodman – Alumni Coordinator De La Salle College Malvern

Chrissie Collins – Development Office – Alumnae Loreto Mandeville Hall Toorak



Our Sponsors



Session 3

The Marketing and Comms Dilemma – *Defining exactly what marketing and comms is in your school. Who is responsible and who has the final say.*

Leah Hartmann – Marketing and Communications Manager De La Salle College Malvern

Tony Berryman-Long – Communications Officer St Ignatius College Drysdale

David Formosa – Director of Development OLSH College Bentleigh



Marketing & Comms

MARKETING & COMMUNICATION

Consumer conversations and relationships fuel the work of Nike Marketing. It's the fuel that has built one of the most recognizable brands in the world. Nike Marketing captures the science, art and emotion of Nike's innovations and connects them with the hearts, minds and souls of athletes. The pros in brand strategy, advertising, digital engagement, product presentation, consumer analytics and more foster consumer connections via channels ranging from Nike Stores to social media. They approach marketing in a way that only Nike can: taking risks, pushing boundaries and inspiring consumers to be champions.



Credibility

In order for marketing and comms to work in a school it needs to be given credibility.

- *A belief that it does work*
- *Provide the people doing the job, the proper training and guidance they need to be successful*
- *Marketing and Comms is a whole school responsibility driven by a team.*



Have a PLAN

You can't expect to be successful unless you have plan.

- *No matter how simple your plan is, you need to stick to it*
- *All of your strategies come from your plan*
- *There is an overall M&C plan and then a plan for each area of Marketing & Communications.*
 - *Advertising*
 - *Collateral*
 - *Social Media*
 - *Website*
- *Who is responsible for the plan?*



Saying NO

Everyone has great ideas

- *Listen to them as it might just be a great idea*
- *Decide if they fit into your plan*
- *If not, respectfully say no by always referring back to your plan.*

- *What if I can't say no? Once again a plan is important. If you can't say no make sure you have data to back you up for future conversations.*



Separation

There needs to be a distinction between M&C and other areas

- *Communication is important*
- *I.T. is not Marketing and Comms*
- *Website is not I.T.*



Education

Within the school setting there needs to be constant education about what is marketing and communication.

These can be by way of

- Professional Development
- Short Courses
- Mentoring

We never stop learning.

