

Saint James Catholic School Office of Mission Advancement

Office of Mission Advancement

The external arm of the school focuses on advancing the mission of SJS through excellent customer service and building relationships with an emphasis on:

- Marketing and Communications
- Enrollment and Retention
- Fundraising

Awareness

Digital Media

Outreach

Media Coverage

Advertising



Awareness: Digital Media

Social Media
SJS Website



Social Media

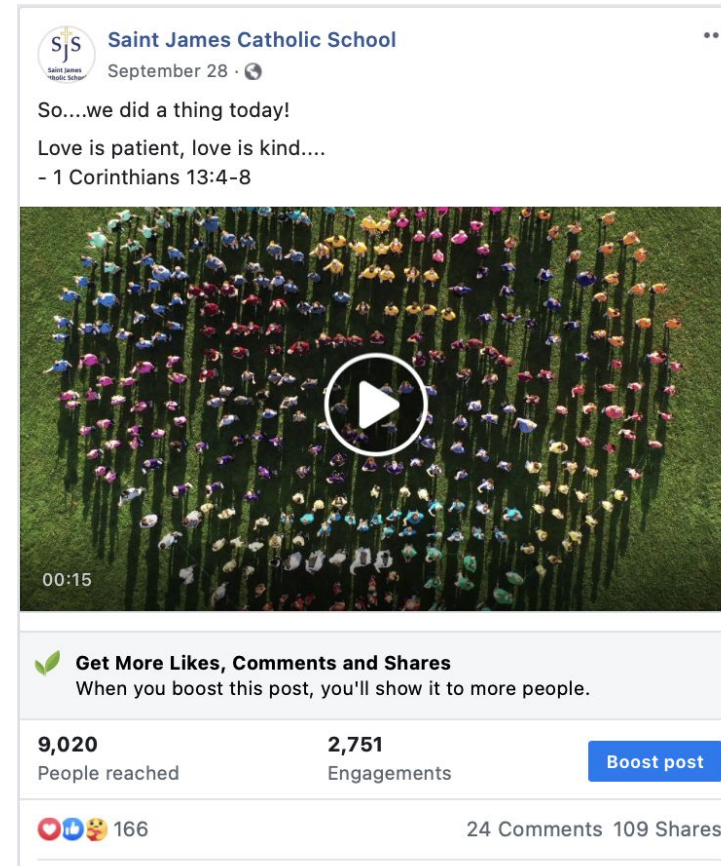
1,049 Page Likes

1,118 Followers

79,502 Facebook Page Reach*

400 Instagram Reach*

* Jan. 1 – Nov. 29, 2021

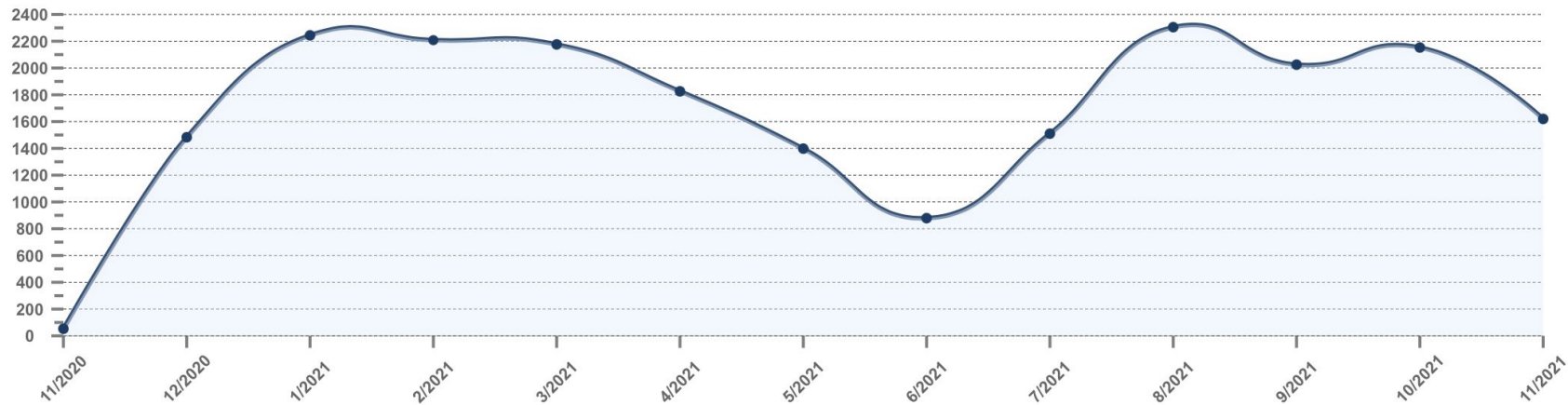


Top Post
9,000+ people reached

SJS Website

Site Statistics

Total visits to your site are displayed on the graph below. If you want, you can adjust the date range and see the total visits to your site, page views within your site and targeted visits (when a page in your site was a user's final destination) within the date range.



21,880 Total Visits
31,427 Total Page Views

** From Nov. 30, 2020-Nov. 29, 2021*

Awareness: Outreach

Saint James Community Picnic
Discover Catholic Schools Week
Grandparents Day/Veterans Day
Christmas in the Park
Catholic Schools Week



Outreach – Incoming Kindergartners

Kindergarten Preview Night

7th grade notes to 4-year-olds

Pre-registration for 4-year-olds



Area nonprofits raise more than \$114,000 on Kentucky Gives Day

MARY ALFORD The News-Enterprise May 24, 2018 Updated May 24, 2018



St. James Catholic Regional School raised the most money Tuesday in the region with \$62,214, more than half of the \$114,000 raised collectively, for the sixth annual Kentucky Gives Day.

Submitted photo



More than \$114,000 was raised Tuesday for nonprofits in the region as part of Kentucky Gives Day.

The sixth annual statewide 24-hour online giving day, hosted by the Kentucky Nonprofit Network, raised a collective \$302,857 across Kentucky.

Participating nonprofits, which included 14 from the region, were entered into regional and statewide prize pools, which awarded additional dollars to those organizations bringing in the most donations and number of donors. The Central Kentucky Community Foundation awarded \$700 in prizes to this year's regional winners.

St. James Catholic Regional School topped everyone by raising \$62,214. The school also won the Morning Coffee Break award, with \$2,120 raised between the hours of 10 and 11 a.m., and Most Unique Donors, with 147 different donors throughout the day.

St. James Catholic School presents Living Wax Museum

Wednesday, November 3, 2021 THE NEWS-ENTERPRISE A3

BY THE NEWS-ENTERPRISE

St. James Catholic Regional School presented a Living Wax Museum in celebration of the Solemnity of All Saints on Monday.

A news release states that seventh-grade students dressed the part of saints and shared a brief story about the saint's life to parents and visitors who attended. Twenty-nine saints were represented, including:

- Katherine Drexel dis-



Submitted School student Grant Coen cross at the Living Wax Museum.

to their professions and for recognition as a Distinguished Alumni and ECTC's impact across the country. Nominees are now being sought for induction into the 2021 class of honorees.

Honorees' names and photos will join others in the Hall of Distinguished Alumni, on display in the atrium of the Region Postsecondary Center ECTC's Elizabethtown campus. The 2020-21 honorees included K. Bush, Mary Jane La bert Elliott, Dr. Jacquell Gerard, Mark Nelson, W ter Roark and Rick W brey. ECTC welcomes nominations from the public. Anyone who knows a former ECTC student graduate who meets the requirements is invited to recommend that candid

the accomplishments of 130 outstanding former students and graduates. These leaders have made noteworthy contributions

Print Ads

Elizabethtown Catholic school raises \$3,000 for Louisiana hurricane relief

Share



Jennifer Baileys Anchor/Reporter



Updated: 8:12 PM EST Feb 4, 2021

Infinite Scroll Enabled



SERVING THE CATHOLIC COMMUNITY IN CENTRAL KENTUCKY THE RECORD

NEWS / EDITORIALS & COMMENTARY / IN MEMORIAM / LOUISVILLE ARCHDIOCESE / VIDA CATÓLICA

BY THE RECORD / YOUTH FOCUS / NOVEMBER 4, 2021

St. James School presented a Living Museum of saints Nov. 1

Seventh-graders at St. James School in Elizabethtown, Ky., presented a Living Wax Museum of saints — where they dressed as saints and presented projects about them — for the solemnity of All Saints Nov. 1.



St. Katharine Drexel portrayed by Madeline Krill (Photos Special to The Record)

SEARCH

DIGITAL EDITION

THE RECORD

Evacuees need donations, assistance



Evacuees need donations, assistance

Communication

Communication is a priority at SJS. It is important that all those who are a part of the school community know the best way to stay informed.

- *New this year...text messaging*
- *FACTS Family Portal*

Communication is a priority at SJS. It is important that all those who are a part of our school community know the best way to stay informed with all that is happening. Listed below are the communication vehicles we use and the frequency with which they are used. Please let us know if you need help in locating anything listed below.

FREQUENT UPDATES

Social Media - @sjsetown

Facebook

Instagram

Twitter

Facebook Groups

PTO @sjsknightspto

Library @sjslibrary

FACTS Family Portal

WEEKLY UPDATES

Parent Alert Email Messages (Friday)

MONTHLY UPDATES

Letter from the Principal

QUARTERLY UPDATES

SJS ENewsletter - July, October, January and April

AS NEEDED UPDATES

Parent Alert Voicemail

Enrollment/Retention

2021-2022 Enrollment

318 Kindergarten – 8th Grade*

67 Preschool**

2021-2022 Retention

91% student retention (K-8 students)

6 Pre-Kindergarten students did not return for Kindergarten

** 10.25% increase from 2020-2021*

*** 16% increase from 2020-2021*

Enrollment/Retention

Snapshot of current K-8 enrollment

Catholic Families = 75%

Non-Catholic Families = 25%

Military Families = 24%

(40 Catholic, 20 Non-Catholic)

Catholic Families by Parish

Saint James = 145

Saint Martin = 13

Saint John = 7

Saint Brigid = 7

Saint Christopher = 4

Saint Ambrose = 4

Fort Knox = 3

Enrollment/Retention Goals for 2022-2023 School Year*

338 Kindergarten – 8th Grade

75 Preschool

412 total students Preschool thru 8th grade

**7% increase*

2022-2023 Retention

88% student retention (K-8 students)

In 2018, total enrollment for Preschool through 8th Grades = 431



Enrollment/Retention

New for 2022-2023...

Transportation will be available to families commuting to/from the Meade Co. area. Still a work in progress:

- Securing a bus

- Acquiring a bus driver

- Insurance Requirements

- Determining Route

- Raising Funds – KY Gives Day (May 10)

- Marketing – Focused Facebook Ads/Church Bulletins



Enrollment/Retention

New for 2022-2023...(cont.)

Letter to 5th Grade Families

Proud to be a SJS Family Yard Signs



Fundraising

The SJS Mission Advancement Office develops and implements a plan to generate funds necessary for special projects and/or school operations as directed by the Pastor, Principal and Parish Finance Council.

Recent Gifts Include:

Tuition Assistance Funds – *nearly \$400k since 2018*

2021 Kentucky Gives Day - *\$68K for student services*

Total of \$211k raised over 4 years (most in the state of KY)

Major Gift Donors

\$100k for parking lot

\$100k for debt reduction

Tuition Assistance Endowment Established in November
2021



COMING SOON



Additional Scholarship for 2022-2023
Announcement will be made soon

2022 Kentucky Gives Day – May 10
Mark your calendars!

One more exciting opportunity that will take place during the month of May
Be sure to watch your school communication and social media



Tradition. Faith. Excellence. Community.