

# Year-Round Marketing for Recruitment and Retention

▲ by Briana Podlovits

As the summer months come to an end, we reflect on our accomplishments from the past academic year, and prepare for what lies ahead.

Marketing within the Diocese of Brooklyn at one point in time was seasonal. With demographics rapidly changing, technology advancing and the extensive diversity within Brooklyn and Queens, recruitment and retention requires year-round marketing.

The ongoing collaborative efforts between the Office of the Superintendent, Futures in Education, DeSales Media and Change Strategies, have produced various avenues of marketing. These efforts not only include principals, but also the support from all aligned pastors and board members. Ongoing marketing efforts from this past academic year have been very proactive with digital and print.

Success stories play a vital role in spreading the good news happening within academies and schools. Principals are

always encouraged to share their academy's success stories, proving how strong Catholic education in the Diocese of Brooklyn truly is.

From September 2017 through June 2018, over 125 success stories have been submitted and published on the diocesan website, covered on NET-TV and on social media accounts.

To read the success stories, visit: <https://dioceseofbrooklyn.org/category/schools-blog/>

## Social Media Campaigns

Change Strategies and DeSales Media play a significant role in Facebook campaigns. Change Strategies generates ads for individual academies, their aligned pastors and for social media usage. Depending on demographics and the cultures within the parish, ads are translated into the appropriate languages.

Campaigns are geared toward enrollment, recruitment and retention. The social

media campaigns are always a "call to action" and monitored by DeSales Media.

Futures In Education's collaborative effort with the Office of the Superintendent is geared toward assisting those in need financial help. The "We're Saving a Seat for You" campaign was created as a helping hand to encourage families, those currently enrolled as well as prospective families to reach out to Futures In Education.

DeSales Media has not only partnered with the Office of the Superintendent for social media, but also NET -TV, Nuestra Voz and the Tablet. The production crew has covered several success stories that aired on NET-TV commercials, and produced promotional videos highlighting STEM Labs, music programs and technology.

With September right around the corner, new campaigns and marketing strategies are arising. All partnerships will continue to put forth their best efforts to ensure that Catholic education within the Diocese of Brooklyn thrives.

We look forward to successful and collaborative marketing for the upcoming academic year.

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## Marketing Toolbox: Free Resources for Academies/Schools

A wide array of marketing resources are available online for Catholic academies and schools from the diocesan Office of the Superintendent~Catholic School Support Services.

Meant to serve as a general guide for each academy or school's marketing team, the offerings include a marketing plan reference guide, a marketing strategy self-assessment, a month-to-month planning guide and webinars on branding and social media.

Learn more about creating brochures and writing press releases, preparing written content for parish bulletin promotion, requesting press coverage and paid promotional materials and opportunities, including Facebook ads.

These resources and more are available at: <https://dioceseofbrooklyn.org/schools/marketingtoolbox/>



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## Our Lady of Mercy Academy

*Life and Learning Centered on Jesus*

Our Lady of Mercy Catholic Academy (OLMCA), located on Kessel Street in Forest Hills, seeks to provide a quality Catholic education for children, nursery to eighth grade, and nurtures the whole child through programs encompassing the spiritual, intellectual, social, psychological and physical development of its students.

OLMCA is fully accredited by the Diocese of Brooklyn, the State of New York and the Middle States Association of Colleges and Schools. Through its religious education program, the academy aims to develop a well-rounded Christian personality to its students, which is reflected in respect toward self and others as exemplified by Jesus in the Gospels.

The academy's staff, in cooperation with students' families, works to assist children in developing a system by which to judge the use of values and skills.

The academy's mission flows from the Church's participation in the mission of Jesus. OLMCA is committed to academic excellence that is rooted in the Catholic faith, affirmed by the teachings of Jesus Christ, and based on our service to God,

family and community.

Students participate in a full and rigorous academic program, which includes library, technology, art, music, enrichment and physical education. Children learn Spanish as a foreign language. Reading comprehension is a cornerstone of an OLMCA education. Children in kindergarten to second grade participate in the Super Kids reading program where they receive phonics instruction and build a strong foundation for language comprehension.

Third through fifth grades participate in Reading Street, and students in grades six through eight continue to sharpen their reading skills with the Code X program. Math, science and social studies are equally as important as religious education. Students in all grade levels participate in the Sadlier: We Believe program provided by the school.

OLMCA believes in the importance of the arts: Listen to the stellar band and glee club. See fifth and eighth graders ballroom dancing! The academy additionally offers before-school and after-school programs, as well as chess, golf, soccer, art and yearbook.