

Word of Life Lutheran School

*“Rooted in Christ”
Colossians 2:6-7*

Implementing Some New Marketing Strategies

After weighing various options for the 2009-2010 school year, Word of Life’s school board has opted to move forward by creating a new committee that strictly focuses on effective ways to market the school.

WHO: Word of Life’s school board, parents, and teachers

WHAT: SPAM (Students, Parents, and Marketing) – a new marketing committee implementing strategies to market the school more effectively

WHEN: Effective Spring 2009 through the upcoming school years

WHERE: Communities around Word of Life’s three south city campuses:
6535 Eichelberger – Main Campus
6704 Fyler - Primary Campus
7100 Morganford – Early Childhood Campus

Due to the current economy, some schools have had to consider cutting staff, combining grade levels, and increasing tuition up to 10% or higher for the 2009-2010 school year. Rather than go this route, Word of Life’s school board has opted to move forward with marketing the school in hopes of gaining more students. They have created a committee (SPAM – Students, Parents, and Marketing) that’s sole purpose is to market all of the unique and quality educational offerings that Word of Life possesses. In two short months, the SPAM committee has already created a new school logo, gone door to door with flyers in area neighborhoods, begun planning community service projects, and advertised at local neighborhood association meetings and events. This is just a dusting of all of the projects in the works with a committee that consists of mostly parent volunteers. This is a learning experience and a work in progress; a work in progress that the school board hopes will exhibit positive outcomes. According to Michelle Currie, SPAM committee chair, “I want to highlight the opportunity for (Word of Life) people to get involved. We are looking for ideas and time in implementing the ideas.” This parent volunteer is just one of many who values Word of Life and wants others in the community to see why.

Word of Life Lutheran School is a member of the Lutheran Elementary School Association (LESA), a registered, non-profit education organization made up of thirty-seven elementary schools and related agencies in the city of St. Louis, St. Louis county, St. Charles County, Franklin County, and Jefferson County in Missouri, and Madison, Monroe, and St. Clair counties in Illinois.

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