

13.1 The communications/marketing plan requires school leader/leadership team and staff person(s) to insure the implementation of contemporary, multiple information technologies to reach **targeted audiences**, and to establish reliable and secure databases and accountability to stakeholders.

<https://mapsengine.google.com/map/?pli=1>

A humorous illustration of Jesus sitting on a rock in a forest, using a laptop with an Apple logo. He is wearing a red robe over a white tunic and sandals. The background shows a lush green forest with a large tree trunk on the right.

<https://www.google.com/analytics/web/provision?et=&authuser=#provision/SignUp>



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21st Century Communication



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Differentiation

To stand out in a social media world, successful brands will remain true to their customer base while also being innovative and unique. Customer engagement will become more important than ever as businesses realize the importance of reaching out to people on an individual basis, rather than sending out one generic message intended to win over the masses.--Forbes

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Broadcasting to multiple targets



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Parent Ambassadors



Crowd-sourcing with Experts

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Website audience

Student Generated/ Featured examples



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Parent audience

Education



1. Increase knowledge about your school

- Help families know where your school is located
- Help families understand the tuition and financial aid options
- Provide open houses at very different times -- be convenient for working parents' schedules
- Be present and visible at immigrant community events--festivals, church events, etc.

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Parent audience



WELCOME
BIENVENIDO

Hospitality

2. Work to remove language barriers

- Offer admission applications in multiple languages
- Provide familiar signage and native relics
- Train front office staff to be more comfortable working with families that do not speak English