



The Stevenson School *for* Ministry

SSFM Advisory Board Meeting December 9, 2021

Marketing Team Updates

- Our first experiment with a bulletin insert. In the Dean's words:

The Stevenson School for Ministry is dedicated to providing resources for parish education and formation. The attached bulletin is designed for you to share in as many creative ways as you promote continued learning and growing in faith.

1- On Sunday Mornings to include with your liturgical bulletin

2- To hand out during coffee hour, or other appropriate gatherings

3- To make it electronically available on your web site

4- To send out electronically as you continue to engage your discipleship/leadership formation.

- A template for course "advertisements" on our website created to emphasize unity and clarity of our course offerings. Days, times, and all of the dates of the courses are spelled out. We have received positive feedback on this approach.
- Our eNews mail blasts have been targeted more than ever before. They have also been saved in a way that allows easy sharing with other dioceses for their own communications purposes.

Interim Associate Dean's Report

Although this "interim" has been much longer than planned, it has been my honor and pleasure to serve the school since mid-October 2020. My "term" will end December 31, 2021. The highlights have been serving the faculty and students as we have transitioned to a new website and to a new platform for our learning modules. Answering requests from Ecuador, England, and Japan as we were registering folks for the Advent series demonstrates the increased reach and the potential impact of the Stevenson School. Finally, it has been my honor to work with and learn from our Dean. May she have a happy retirement and may God guide her in interesting new paths to use her many gifts.