

Archdiocese of Baltimore

Using GIS for Parish/School
Marketing

Spatial Systems Associates, Inc.

Agenda

- General Discussion of GIS Technology
- GIS Applicability to Catholic Churches and Schools
- Marketing to Parishes and Schools
- How can I make use of this technology?

What is GIS??

- Integration of database technology with graphics technology
- Ability to query databases and display the results graphically and geographically
- Ability to manipulate and query data geographically
- Ability to visualize spatial relationships

GIS Applications for Parishes

- What are the boundaries of my parish?
- Where do people come from that attend my parish?
- What are the demographics of the region from which my parish draws parishioners?
- How have the demographics changed over the last decade?

GIS Applications for Parishes

- Given population demographics, what percent of the population of a given area are registered to the local parish or any parish?
- Given income demographics and historical giving records, what percent of household income is being contributed to the local parish?

GIS Applications for Schools

- Where are our schools?
- Where do the children come from that attend our schools?
- What excess capacity do we have in our schools and where can likely students be found?
- Given age demographics and trends, where are new schools likely to be needed?

What is involved in “marketing” a parish

- Analysis of existing parishioners
 - ◆ Characteristics
 - ◆ Age
 - ◆ Race
 - ◆ Income levels
- Analysis of region within parish boundaries

Characteristics of a parish

- Location
- Facilities
 - ◆ Modern vs. traditional
 - ◆ Maintenance level
 - ◆ School?
- Liturgy
- Music
- Staff
- Programs

What characteristics are important to the region?

■ Examples

- ◆ Language and changing demographics
- ◆ Predominately young family or aged
- ◆ Race and culture
- ◆ Music program
- ◆ Active youth program
- ◆ Social outreach

Analysis of region

- Look at the demographics of the region and determine
 - ◆ Growth/decline potential – what kind and how fast?
 - ◆ Needs of specific populations and where do they live?

Self analysis

- Do you provide the services/programs that are most needed by your population?
- How have you changed or plan to change to accommodate changing needs?
- Development and implementation of plan
 - ◆ Pastor
 - ◆ Parish council
 - ◆ Staff and committees

Use of GIS

- Analysis and mapping of current conditions
 - ◆ Where do my parishioners come from
 - ◆ Do parishioners within my boundary generally attend my church – why not?
- Analysis and mapping of trends
 - ◆ Is the area expected to grow or decline in population?
 - ◆ How are the demographics within the region changing, and what is my reaction to the change?

Potential market

- Having identified the trends, what programs or responses are in place within my parish?
- How do I reach out to my target market?
 - ◆ GIS analysis of demographics
 - ◆ Generation of mailing lists for certain characteristics
 - ◆ Development of targeted mailings
- Analysis of response

How do I pay for needed changes?

- Analysis of giving history by existing parishioners
- Identify regions of high income/tithing potential
- Target different approaches to different groups

Marketing for schools

- Analysis of existing student base
 - ◆ Where do they come from?
 - ◆ What are the characteristics of their home environment?
 - ◆ From within the draw region, what changes are taking place related to school age population?

School characteristics

- Courses of study
- Size of school, capacity and utilization
- Test scores relative to alternatives
- Transportation requirements
- Other activities
 - ◆ Sports
 - ◆ Clubs
 - ◆ Affiliation with parish

Income/cost analysis

- What are the tuition requirements vs. family income characteristics of the school population?
- What kind of demographic changes are taking place in the region?
- Where might additional students come from, and how do you reach them?

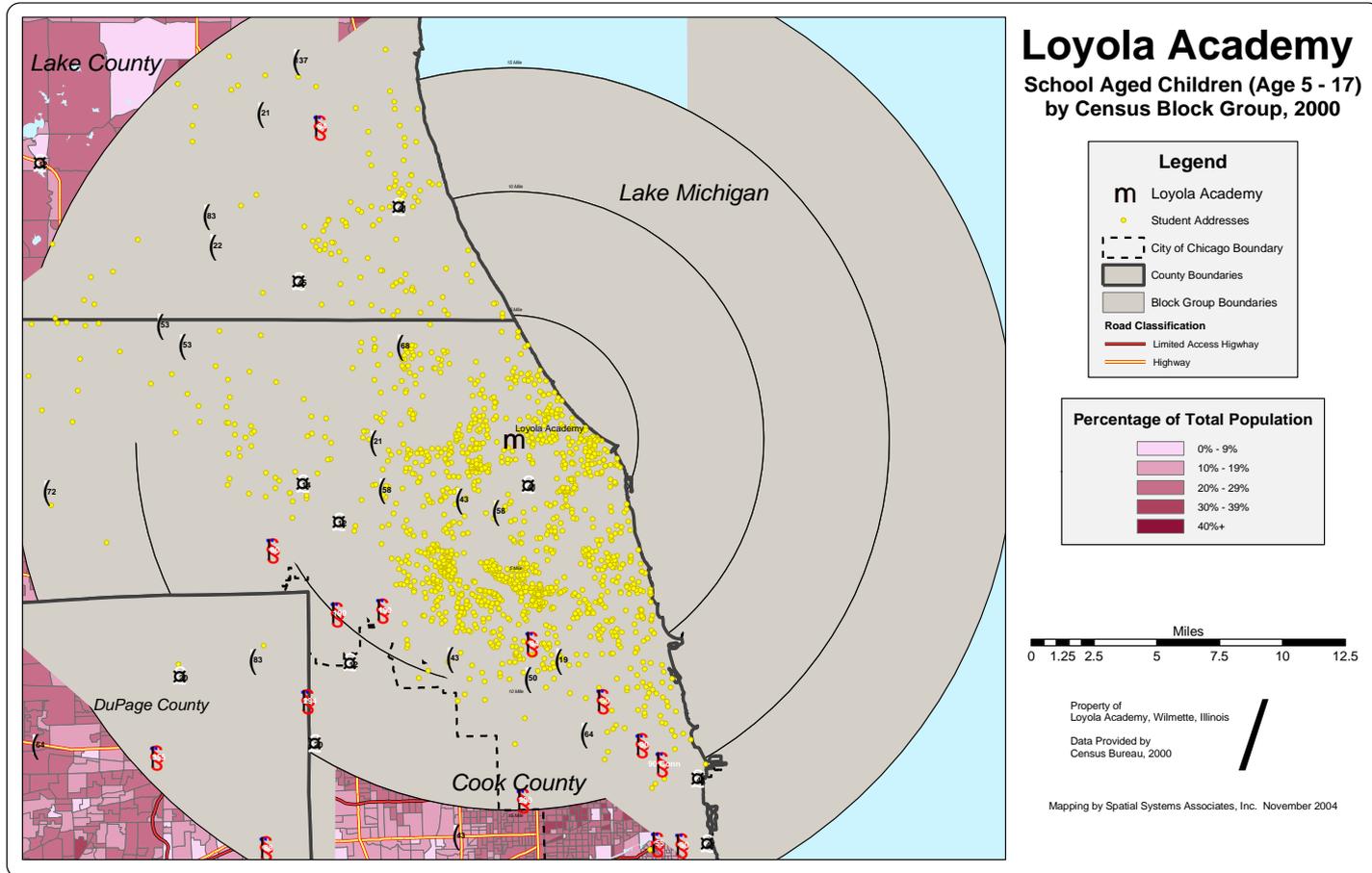
School marketing options

- Mailings
 - ◆ Brochure
- Open house – personalize invitation targeted to neighborhoods with high potential
- Incentives/scholarships

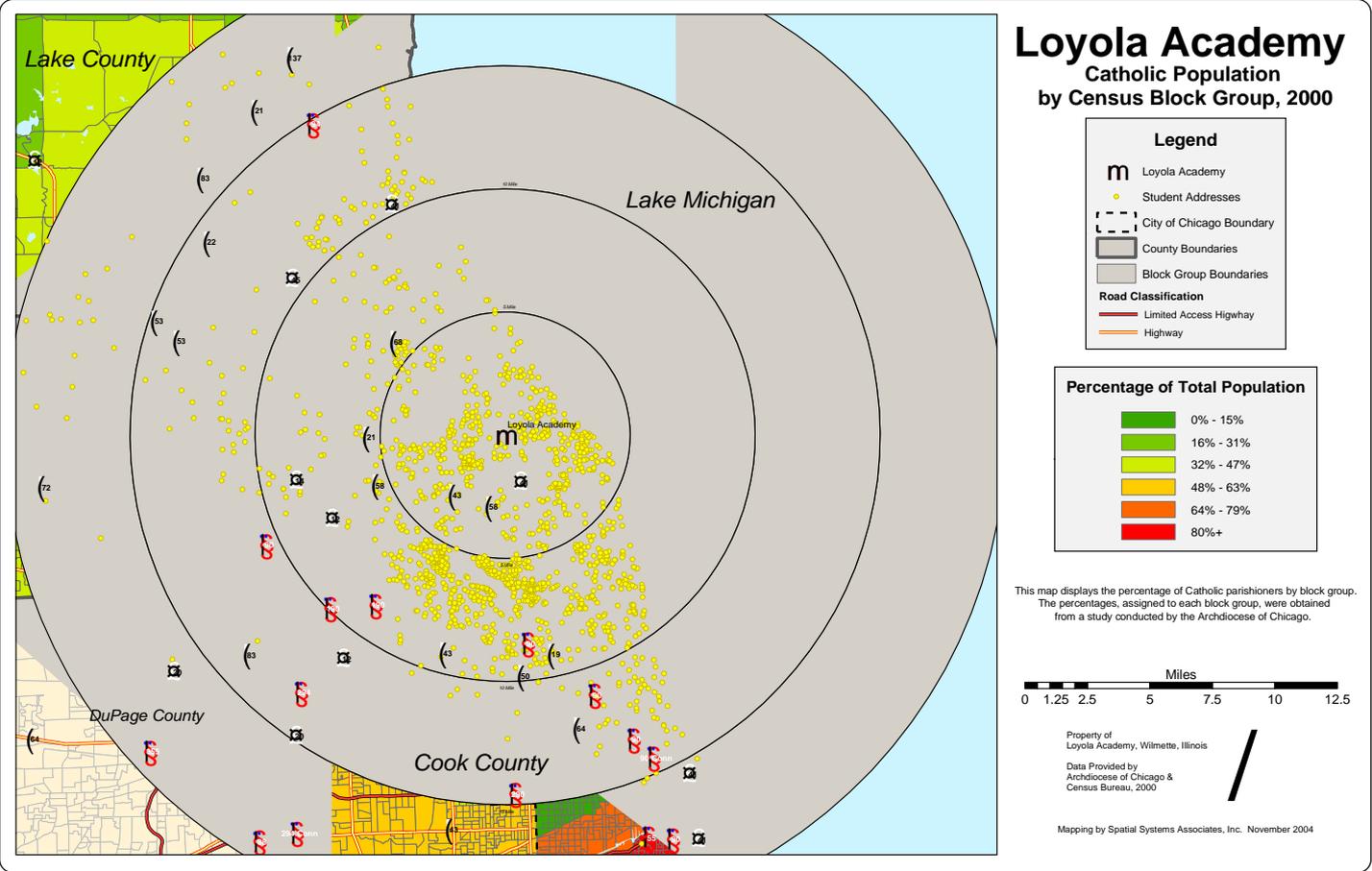
Specific mapping examples

Loyola Academy

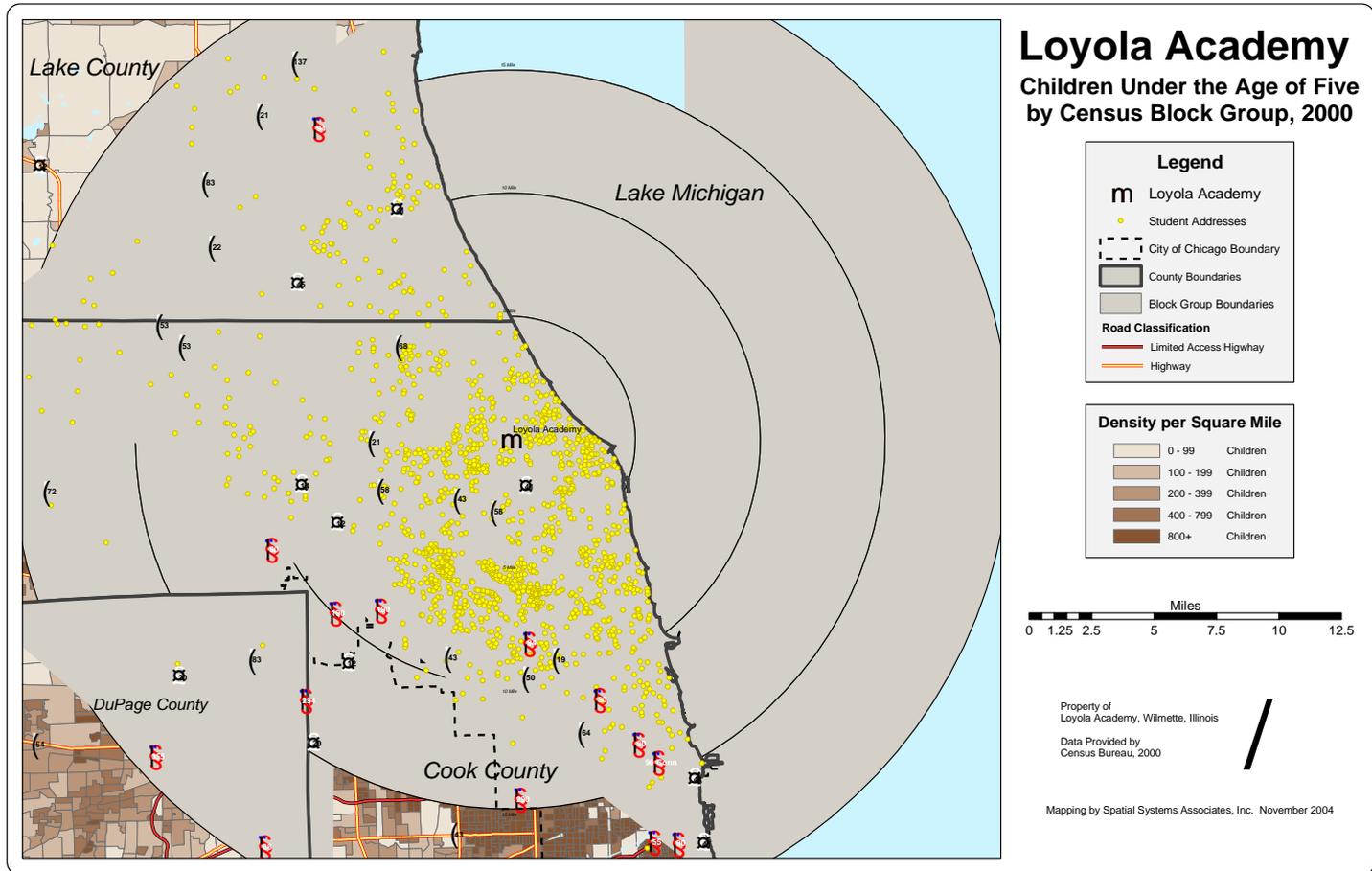
Where are the potential children?



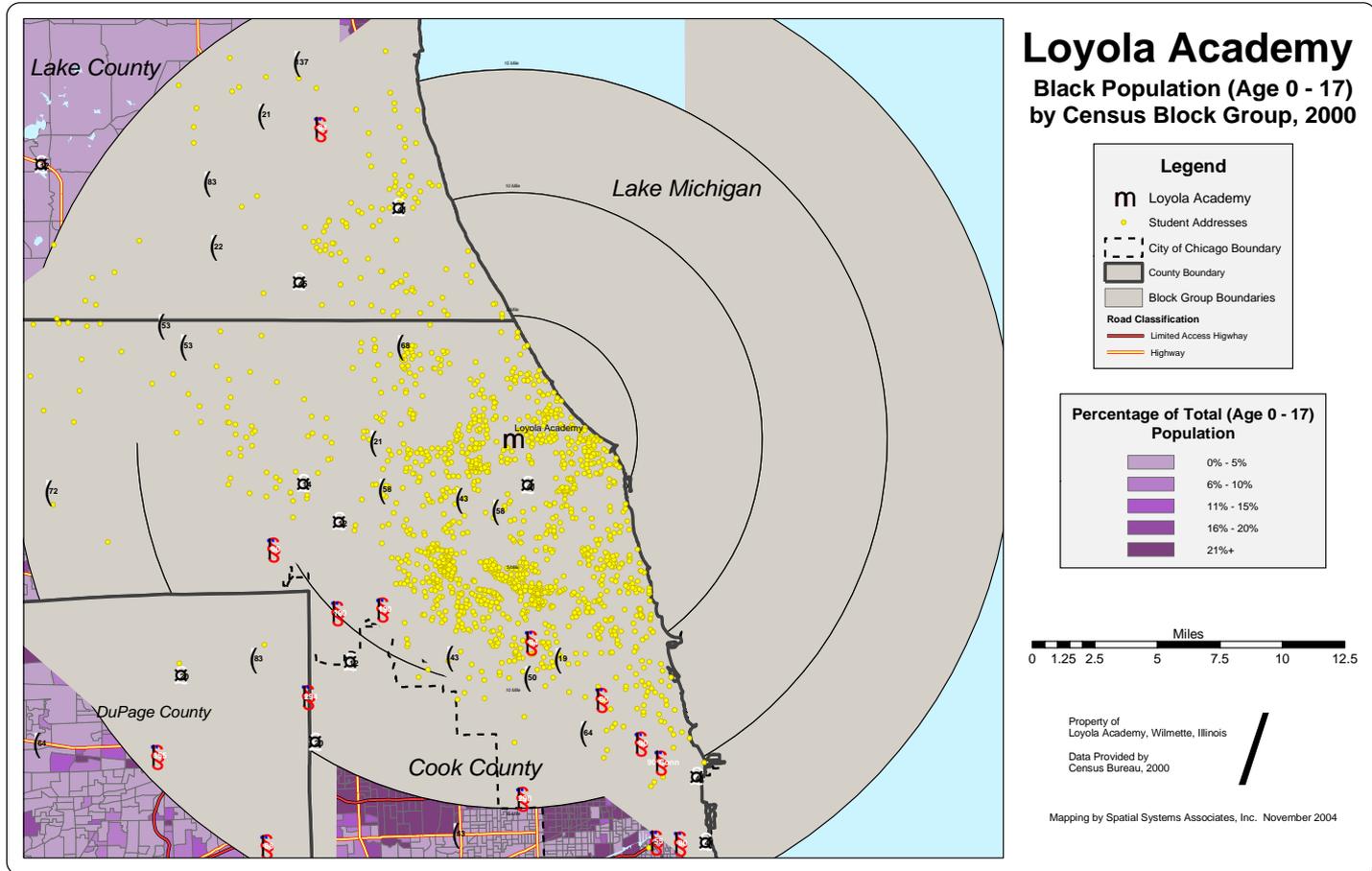
Where is the Catholic population?



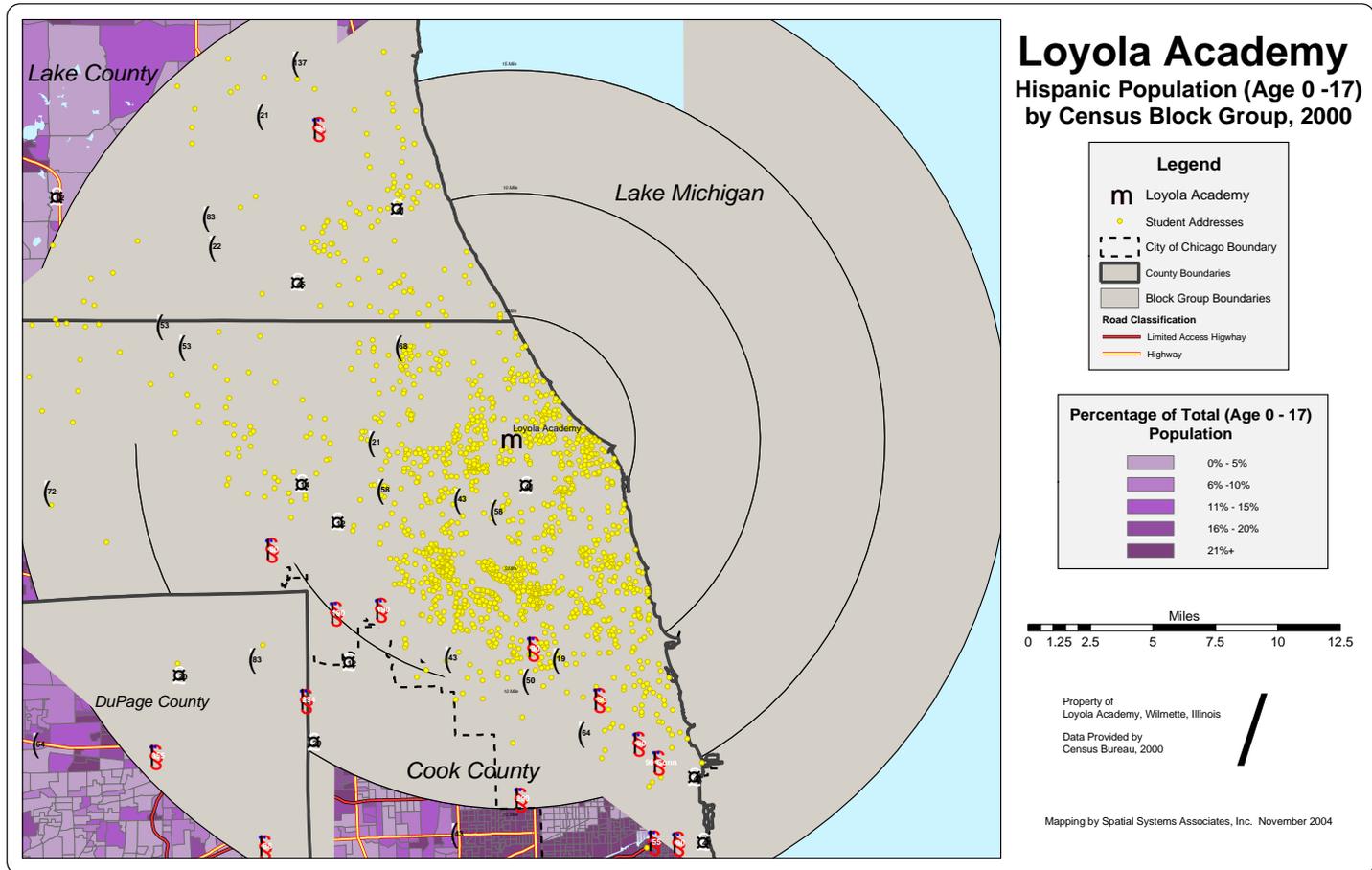
Where are the young children?



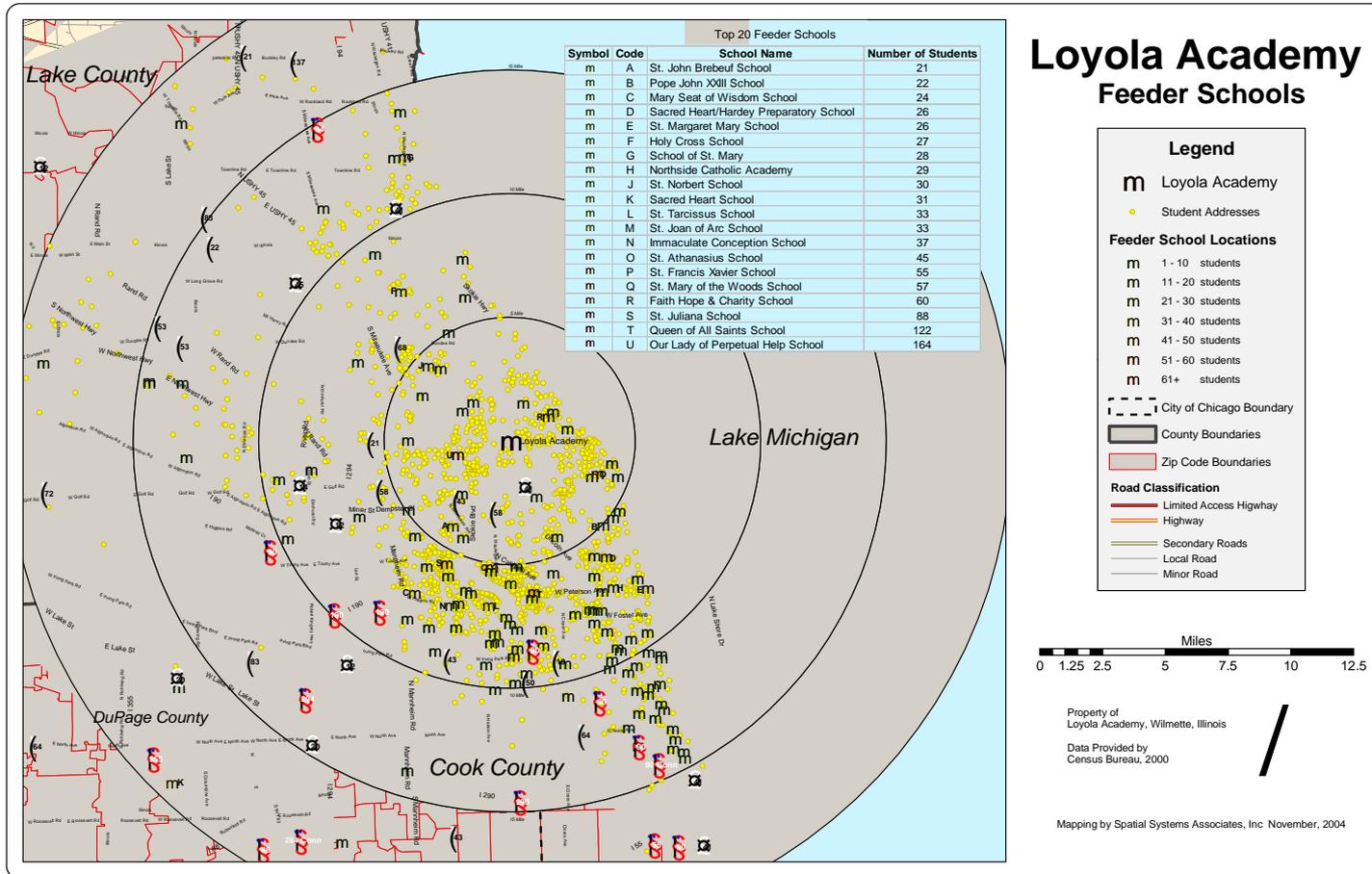
Where are the minority children?



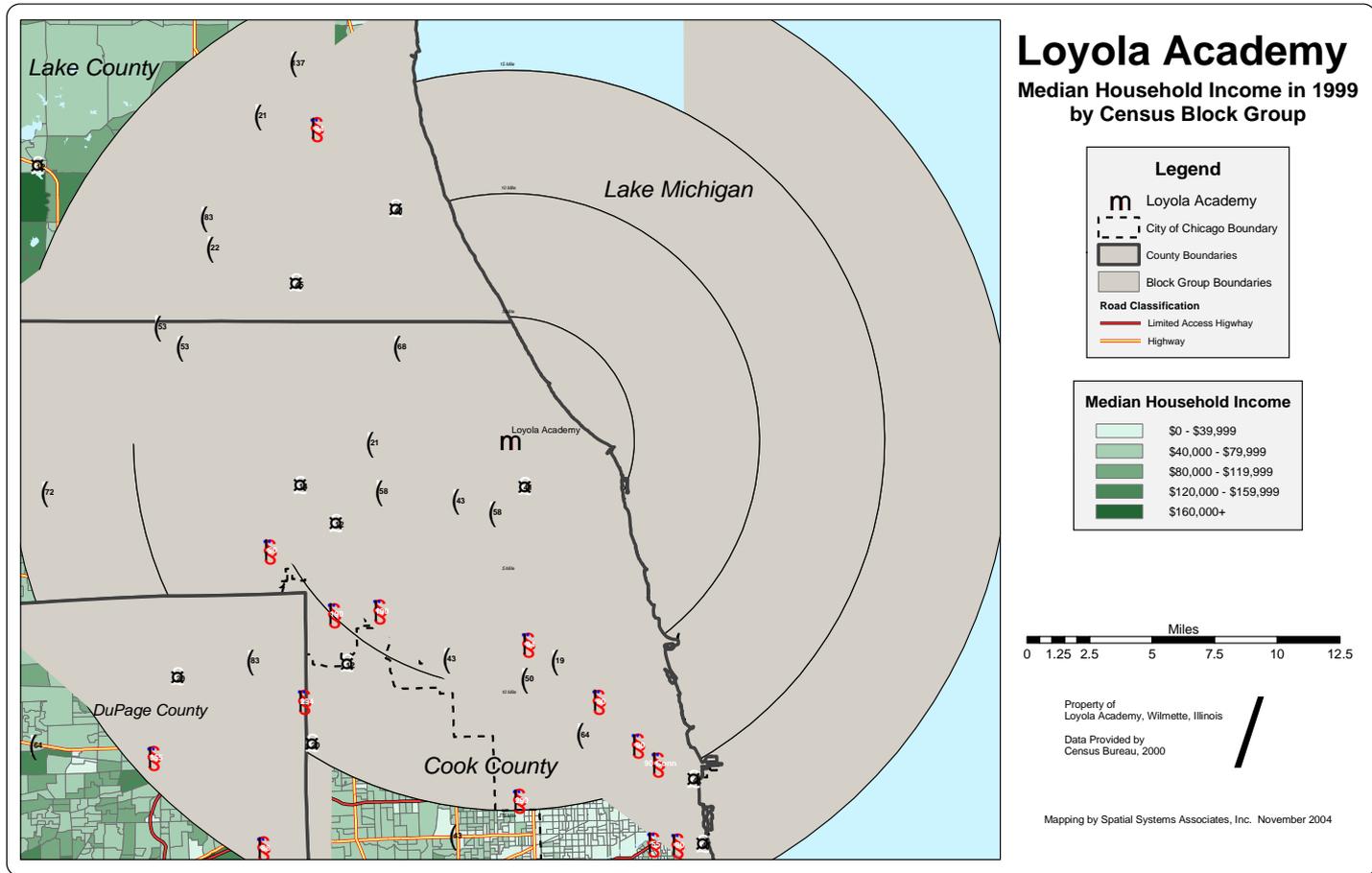
Where is the hispanic population?



Where are the feeder schools?



What are the income characteristics?



General Approach

- Identify desirable characteristics
- Develop plan to provide desired services
- Identify population areas desiring those characteristics
- Develop marketing plan to approach the target region
- Move forward with marketing plan

Discussion/Questions