Marketing Lutheran Schools in a Red Hot Climate

Abstract: Workshop.

Presenter: Chaseley Lamerton

Theme: What is the role of Lutheran Schools in developing wise citizens of the 21st century?

Biography of presenter: Chaseley is a born and bred Lutheran product of the Lockyer Valley and has taught in many government and independent schools in South East Queensland in her 36 year career. The last 20 have been at Concordia Lutheran College, Toowoomba where she has held a variety of Positions of Added Responsibility. Her most recent has been Director of Marketing and Enrolments for the last 7 years.

Method of delivery: Introduction, overview of past experience, discussion.

Title: Marketing Lutheran Schools in a Red Hot Climate

Issue of problem to be solved: That the value of a Lutheran education should not be a best kept secret.

Why should the audience care? Because the Lutheran system has so much to offer towards the development of switched-on, balanced, resilient and proactive global citizens.

Approach: Introduction to the general nature of marketing, gauging the expertise of the attendees, share, show, tell and help followed by a discussion about the possibilities of a more efficient systemic model. Networking possibilities?

Possible practical discussion points could be: saturated market place, branding, amalgamation of campuses, development of a philosophy, social, print and visual media, quirky merchandise, billboards, prospectus, e-newsletters, media permission, handbooks, bus signage, photography, staff uniform. Also: events, campaigns, expos and shows. How can the LEA utilise its resources to raise the profile of Lutheran Schools?

Chaseley Lamerton

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Marketing Lutheran Schools
In a
Red Hot Climate

Monday 30 September 2013
Chaseley Lamerton
My boss asked me to start the presentation with a joke... so I put my payslip on the first slide.
Three into one does go!

Concordia Primary School
Martin Luther Primary School
Concordia College
1889-1919: Home of the Wilcox family
1919-1921: Home of Dr. Alex Horn
1921-1945: Home of the Farmer family
1945: the Lutheran Church purchased Redlands to establish a school
1946: Concordia College (now Concordia Lutheran College) opened
The Wilcox home
1889-1919

Fanny Wilcox (wife of original owner, Edmund) in centre.
Opening Day of Concordia College
February 1946
The choir
Marketing and Enrolments Department at CLC

- Publications
- Fortnightly newsletter
- Photography
- Graphic design
- Merchandise
- Print media
- Press releases, editorials
- TV and radio
- Web updates

- Phone App, Facebook, Instagram
- Shows and Field Days
- International students
- Boarding promotion
- Special events
- Enrolments and tours
- Community liaison
- Past Students

.........to name but a few!
Selected Secondary Competition in Toowoomba
Lutheran Education

**STRENGTHS**

- Christian foundation
- Strong values
- Coeducation
- Structured pastoral care
- Restorative practices
- Lutheran supporters

**CHALLENGES**

- Single gender schools
- High profile old tie connections
- Lower priced Christian schools
- Competitive specialist government schools
Action?

WITH ONE HEART
WE BUILD MANY STRENGTHS

Concordia offers excellent academic, sporting and cultural opportunities for day and boarding students Years 7 to 12.

Phone Anne for scholarships and ‘come and try’ information.

CONCORDIA
LUTHERAN COLLEGE

REDLANDS CAMPUS
154 Stephen St, Toowoomba

Enjoy Creative Concordia Connections - 1, 2, 3 November

Phone 07 4688 2700 enrolments@concordia.qld.edu.au

Download the CLC App!
CREATIVE Connections
1, 2, 3 November 2013

Friday 1 November
Celebrate Grandparents
Redlands Campus
Grandparents’ morning and concert 8.30am-12.00pm

Celebrate Art
Student Art Exhibition
Gala Opening 6.30-9.00pm
Student artwork displays from all three campuses
Art on Legs • Presentation of 2013 Art Awards • Musical performances

Saturday 2 November
Celebrate Creativity
Creative Workshops 10.00am-4.00pm

Celebrate Concordia’s Heritage
1960-1964 Past students’ High Tea on the Chapel Lawn 2.30-4.00pm

Celebrate Musical Achievement
Twilight Concert Spectacular 5.00-6.30pm

Celebrate Community
Concordia Community Dinner 6.30-11.00pm
$50 three course meal
Guest speaker: David Little, ABC (South Qld) Radio Presenter
Book online!

Sunday 3 November
Celebrate with Worship
Concordia Chapel with Emmanuel Lutheran Fellowship 9.00-11.00am

Concordia Community Dinner bookings and payments:
www.trybooking.com

For further information about Creative Concordia Connections:
Phone 07 4688 2700
(Monday-Friday 8.00am-4.00pm)

Find out more info here

WITH ONE HEART
WE BUILD MANY STRENGTHS

Redlands Campus: 154 Stephen Street Toowoomba Qld 4350 | 07 4688 2700

With One Heart
Scholarship Examinations for current Year 6 or Year 9 students entering Year 7 or Year 10 in 2014, will be held on Saturday 2 March 2013.

Applicants close
Monday 18 February 2013

Application forms are available from www.concordia.qld.edu.au or email enrolments@concordia.qld.edu.au

154 Stephen St, Toowoomba | 07 4688 2700
WITH ONE HEART
WE BUILD MANY STRENGTHS

A coeducational P-12 College which nurtures the potential of every student through innovative curriculum.

Martin Luther Primary Campus (P-6)
Concordia Primary Campus (P-6)
Redlands Campus (Day & Boarding 7-12)

Toowoomba | Phone 07 4688 2700 | www.concordia.qld.edu.au
Concordia’s 2013 Captains, Scott Thamm, Chelsea Blinco, Jenyu Shaw and Josephine Ringleben with Head of Senior College Tony Sharman, epitomise this year’s theme “With One Heart... We Build Many Strengths”.

Vice-Captain Josephine who lives at Bowenville, has been a boarder at Concordia for five years. Having had an older brother here has helped to pave the way from home to school. She says “Boarding is like having another family and I enjoy the company of a wide circle of interstate and international friends.” Josie hopes to become an architect and loves the challenge of studying Physics and Graphics. Josie’s German studies will come in very handy later this month with a College trip to Germany which will include a homestay and visit to Neuschwanstein Castle. A break from study for Josie comes in the form of food theme nights like the recent Western night, complete with bucking bull, big screen movies, cross country training, fundraising for international interact projects and the thrill of the pedal-powered Pedal Prix competition. Visit us at the Dalby Show!
WITH ONE HEART
WE BUILD MANY STRENGTHS

Discover a P-12 coeducational Christian College which nurtures the potential of every student through engaging curriculum and highly effective teachers.

Our Junior College (Prep - Yr 6) is known for future-focused, quality coeducational programs that are age appropriate, flexible and inviting. Timetable innovation ensures a seamless transition from Year 6 to Year 7.

We encourage Middle College (Yrs 7-9) and Senior College (Yrs 10-12) students to develop confidence to become resilient young people, creating opportunities for them to be self-directed, insightful and creative learners.

Middle College Information Evening
Years 7-9
Wednesday 9 October 7.00pm
Redlands Campus
154 Stephen Street
Toowoomba

Year 7 has been part of our Middle College since 2007