



# Catholic Schools Marketing Committee Collaboration Session & Workshop

*Part II: Establish Your Plans*

Epiphany Cathedral School  
316 Sarasota St. Venice, FL 34285  
Jan. 24, 2022

## AGENDA

### Collaboration Session

- 9:00 am - 9:30 am: Sign-In, Snacks, Coffee (All)
- 9:30 am - 9:45 am: Opening Prayer and Introduction (Fr. John Belmonte and John Carkeet)
- 9:45 am - 10:45 am: Your School's Website Development Review (Monique Day & Mindy Purvis)
- 10:45 am - 12 pm: Break and Morning Breakout Session (John Carkeet & Carlee Colonnese)
- 12 pm - 12:45 pm: Lunch and Learn: 7 Steps to Brand Preference (Jud Cavey & Kevin Murphy)
- 12:45 pm - 1:30 pm: Afternoon Breakout Session (John Carkeet & Carlee Colonnese)
- 1:30 pm - 2 pm: STREAM Symposium, Web Portal, Secret Shopper Program (John Carkeet & Jennifer Falestiny)



Then register for  
the DOVDOE  
Marketing &  
Development  
Web Portal

### Marketing Breakout

- 10:50 am - 12 pm: The Plan for Your Marketing Plan (John Carkeet)
- 12 pm - 12:45 pm: Lunch & Learn: 7 Steps to Brand Preference (All)
- 12:50 pm - 1:30 pm: Social Media Moments (Angie Prokes)
- 1:30 pm - 1:45 pm: Overview of STREAM Symposium (All)
- 1:45 pm - 2 pm: Web Portal, Secret Shopper Program (All)

### Development Breakout

- 10:50 am - 12 pm: Development vs Marketing (Carlee Colonnese)
- 12 pm - 12:45 pm: Lunch & Learn: 7 Steps to Brand Preference (All)
- 12:50 pm - 1:30 pm: Development Plan Brainstorm (Carlee Colonnese)
- 1:30 pm - 1:45 pm: Overview of STREAM Symposium (All)
- 1:45 pm - 2 pm: Web Portal, Secret Shopper Program (All)

Updated Jan. 19, 1 pm



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# JUD CAVEY

**VISIT PROGRAM DIRECTOR**  
**AVE MARIA UNIVERSITY**

Jud Cavey is from Denver, Colorado, and went through the parochial school system from grades K-12. The youngest of six boys, Jud had a strong Catholic upbringing. This continued through college at St. Mary of the Plains College where he played football and baseball. Upon receiving his teaching certificate and bachelor's degree, Jud worked as a teacher and baseball and football coach in Kansas and Missouri. He moved back to Colorado and worked in the mortgage industry for 20 years. Later, Jud moved to Alabama and worked in real estate while also coaching at Montgomery Prep High School.

The opportunity to work at Ave Maria University has been a great blessing in Jud's life.

"It is a joy to work in the admissions office and see young Catholic adults thrive and grow in their faith," said Jud.

Jud is married to his high school sweetheart, Wendy, a nurse practitioner, and they have four grown children and one grandchild.







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## CARLEE COLONNESO

**DEVELOPMENT CONSULTANT**  
**ST. JOSEPH CATHOLIC SCHOOL**

Carlee Colonnese is a Florida Native and a graduate of the University of South Florida. All three of Carlee's children have attended St. Joseph Catholic School in Bradenton, and her oldest son and husband are alumni. As a former Assistant Vice President and Branch Manager at Liberty Savings Bank and over 10 years experience in Content Creation for Digital Media, Carlee has a vibrant background in marketing and business development. She has worked in nonprofit organizations including Publicity for the Junior League of Manatee County as well as Secretary for the Women's Action Committee of Manatee Memorial Hospital. Last year, she consulted and redesigned the St. Joseph Food Pantry Website.

In November 2021, Carlee became the Development Consultant at St. Joseph Catholic School and was appointed to the Board of the Cotillion Club of Manatee County to manage social media.





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## MONIQUE DAY

**GENERAL MANAGER  
ON TARGET DIGITAL MARKETING**

For more than 14 years, Monique has been providing clients with strategic digital marketing campaigns that encompass many facets of digital marketing, including social media, SEO, SEM, paid advertising, content marketing, podcasting and web design. During her tenure at On Target, Monique has worked with Catholic and private schools to create strategic marketing campaigns that bring awareness to the schools and increase enrollment.







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## KEVIN MURPHY

**VP OF MARKETING & COMMUNICATIONS**  
**AVE MARIA UNIVERSITY**

Kevin Murphy brings more than 30 years of marketing and sales experience having worked and consulted with companies ranging from Fortune 100 to startups. He is a graduate of the University of Central Missouri where he earned a B.S. in Journalism.

Kevin's passion for the Catholic faith led him to join Catholic Charities of Kansas City-St. Joseph as the executive director of marketing and communications in 2018. He rebranded the 140-year old non-profit organization, enabling Catholic Charities to differentiate itself from the state's other 32,000 non-profits.

Prior to Catholic Charities, Kevin owned his own marketing firm, Food-Chain Communications, LLC. Prior to that, he served as the top sales representatives at Vance Publishing Corporation, where he generated \$3 million annual sales – a company record. Murphy culminated his 14-year tenure as brand director overseeing \$26 million in revenue and 23 individual properties.

Kevin has published far and wide within Catholic circles, including Envoy, This Rock, National Catholic Bioethics Quarterly, The Catholic Key, and Ave Maria University Magazine. He is married to his wife, Linda, and they have five children and three grandchildren.







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# ANGIE PROKES

## **CLIENT TEAM MANAGER** **DIGITAL DIAGNOSIS MARKETING**

A sincere people person, Angie intensely cares about helping businesses grow digitally. She prides herself on doing what's best and is personally invested in business growth from day one.

Angie began her career working at a Detroit area automotive dealership, starting in the office, and working her way up to the showroom floor. She was promoted to the dealership's internet marketing team amounting in huge revenue growth in what was then a new frontier. She propelled this experience into a successful career in digital advertising and marketing, helping both large and small businesses crush their growth goals for the past 12 years.

Specific to education, Angie has worked to grow one of Michigan's largest early care and preschool organizations across the state. Angie successfully helped keep them growing through the COVID crisis. With determination and lots of change in their digital media, she helped them enroll new students, taking market share from other prominent schools. In 2021, they marketed new locations and recruited more educators.

Angie loves staying active and spending time with family and friends. Above all, she's a proud mom to her two sons, Zachary and Jacob, and of course her grand puppy, Bane.





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## MINDY PURVIS

**BUSINESS DEVELOPMENT**  
**CATHOLIC FAITH TECHNOLOGIES**

Mindy Purvis was born and raised in Eastern Nebraska, where she currently resides with her husband, David, and two sons, Christopher and Jackson.

Mindy has served many roles during her 13 years with Nelnet Business Services. She has worked as an Account Manager, providing customer service to our partner schools. She then transitioned to work on the Implementation Team in various roles supporting schools with setting up affordable tuition and technology solutions.

For the last four years, Mindy has been part of the Business Development team, holding a number of roles while working with schools on websites, tuition management, financial aid assessment, and its student information system. She focuses on helping partner churches fund initiatives through online donations, create and support easy-to-manage websites and offering advanced app technology to churches so they may effectively communicate with their members and build strong, Christ-centered communities.

