

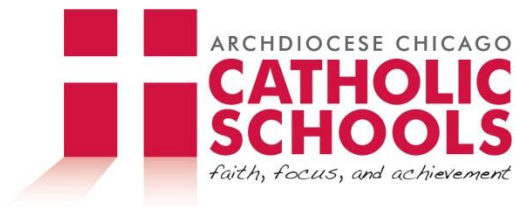


Archdiocesan Marketing Enrollment Network

Celebrating Pastors:
Enhancing Parish Support for Schools

December 7, 2011

**Big
Shoulders
Fund.**



What's AMEN?

- Workshops featuring experts – Internal/External
- Sharing best ideas and resources
 - Value Propositions, Retention, Using Data, Websites, Word of Mouth, Tuition Strategies, etc.
- Mini-Grants

Resources / Emphasis Areas

- Portal: <http://ocs.archchicago.org> >> ‘School Vitality’
 - Marketing and Enrollment
 - Advancement Services
- Enrollment Marketing Consultants
- [Enrollment Management Framework, Plan](#) and Team
 - [Value Proposition](#)
 - Parent Ambassador Program
- [Enrollment and Revenue Growth Strategies \(ERGS\)](#)

At Your Service for Marketing/Enrollment...

Office of Catholic Schools

- Maria Ippolito
- Sarah McNulty
- Julie Welborn
- Molly Kranovich
- KK Cleland
- Ryan Blackburn

Foley Consulting

- Mary J. Foley

Big Shoulders Fund

- John Moran
- Sara Staral

University of Notre Dame,

ACE Consulting

- Juana Sanchez

Our Goal

MORE KIDS IN GREAT CATHOLIC SCHOOLS



A Great Catholic School...

- Catholic Identity
- Academics
- Staff
- Environment
- School Community
- Programs



More Kids...

Enrollment Management Framework



- For More Details See Entire Framework and Accompanying Tools at the OCS Portal: <http://ocs.archchicago.org> (Marketing & Enrollment Page)

Who's on your Enrollment Team?

Do They Know It? Do They Own It?

- YOU
- Principal
- Pastor
- Faculty Member(s)
- Parent(s)
- Receptionist
- Board/Committee?
- Staff – Marketing/Admissions?



AMEN Sessions in 2011-2012

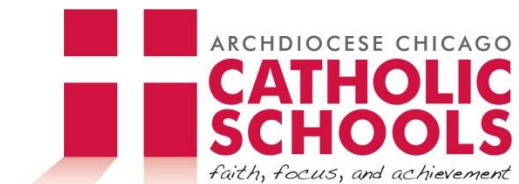
- ✓ October 28: Early Childhood Marketing
- ✓ November 9: NEW! Webinar on Value Propositions
- December 7: Celebrating Pastors:
Enhancing Parish Support for Schools
- February 17: Customer Service –
Marketers in Our Midst
- April 17: Summer Strategies/Negotiating Tuition

Celebrating Pastors: Enhancing Parish Support for Schools

Celebrating Pastors

“(Catholic schools) are an outstanding apostolate of hope; Their long-term sustainability must be assured. Indeed, everything possible must be done, in cooperation with the wider community, to ensure that they are accessible to people of all social and economic strata. No child should be denied his or her right to an education in faith, which in turn nurtures the soul of a nation.”

-Pope Benedict XVI, 2008



Celebrating Pastors

“We reaffirm our conviction that Catholic schools...are the most effective means available to the Church for the education of children and young people...”

-National Conference of Catholic Bishops, 1972

Celebrating Pastors

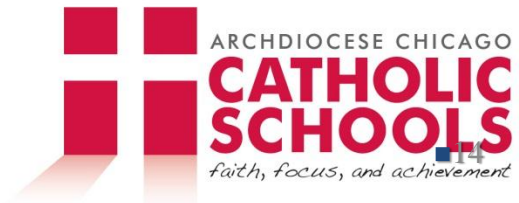
“We call on bishops and those in educational leadership to develop programs to assist **pastors, clergy, seminarians,** and laity to understand, appreciate, support, and promote the critical value of our Catholic schools in fulfilling the teaching ministry of the Church.

-United States Conference of Catholic Bishops, 2005

Schools' impact on Faith Formation and Sacramental Practice

- Catholics who attended Catholic schools are significantly more likely to actively practice their faith, including the reception of the sacraments.
- Those concerned about promoting sacramental practice would do well to ensure that Catholic education remains a realistic option for today's families.
- Keeping Catholic schools “viable and affordable” leaps out from the CARA data as a pastoral priority.

*-Center for Applied Research in the Apostolate,
Georgetown University*



Schools' impact on Faith Formation and Sacramental Practice

Those who attended a *Catholic elementary school* are more likely than those who did not to say the following are “very” important to their sense of what it means to be a Catholic:

- Helping those in need (54% compared to 44%)
- Living a life consistent with Church teaching (46% compared to 30%)
- Having devotion to Mary (41% compared to 35%)
- Receiving the Eucharist (71% compared to 58%)

*Center for Applied Research in the Apostolate,
Georgetown University*

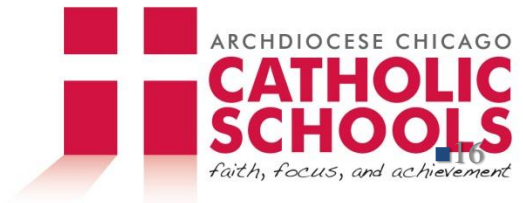


Schools' impact on Faith Formation and Sacramental Practice

Those who attended a *Catholic high school* are more likely than those who did not to say the following are “very” important to their sense of what it means to be a Catholic:

- Helping those in need (56% compared to 46%)
- Living a life consistent with Church teaching (49% compared to 33%)
- Meaningfulness of Holy Orders (62% compared to 45%)

*Center for Applied Research in the Apostolate,
Georgetown University*



Schools' impact on Faith Formation and Sacramental Practice

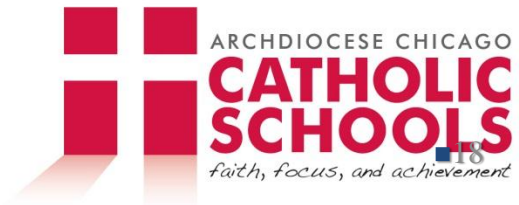
More likely to believe
the Eucharist is
most meaningful to them
(37% compared to 22%)

*Center for Applied Research in the Apostolate,
Georgetown University*

Schools' impact on Faith Formation and Sacramental Practice

- Men who attended a *Catholic high school* are more likely to have considered the vocation of priest or religious brother (32% overall)
- Women who attended a *Catholic high school* are among the most likely to have considered the vocation of a nun or religious sister (25% overall)
- 63% of those who attended a *Catholic high school* “strongly” agree that they are proud to be Catholic, compared to 54% who did not attend.
- 64% of those who attended a *Catholic high school* say their Catholic faith is at least “among the most important parts” of their life, compared to 40% who did not attend.

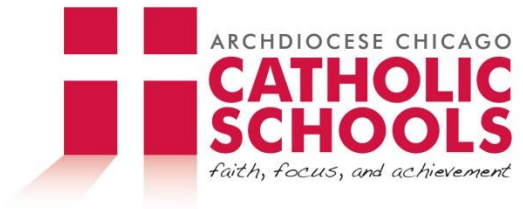
*Center for Applied Research in the Apostolate,
Georgetown University*



Pastor's role in Parish Life

“Little can succeed without their blessing, while great things can happen with their support”.

*-Faith, Finances and the Future,
Notre Dame Study of US Pastors*



Pastor's Many Responsibilities

Evangelist Visit Families
Representative to the Public
Sacraments Liturgy
Relationships Administrator
Pastoral Care for Sick and Dying
Sunday worship Educator
Eucharist Mass Preacher
Social Justice Instruct the Faithful
Prayer Word of God Teacher
Christian Service

*-Faith, Finances and the Future,
Notre Dame Study of US Pastors*

Pastor's role in Parish Life

Gap between pastors' and families' sense of importance for Sunday Mass is an evangelization opportunity and imperative.

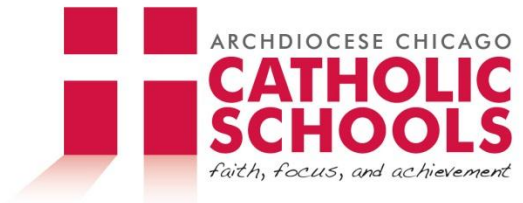
-Pastors' Views of Parents and the Parental Role in Catholic Schools,
Catholic Education: A Journal of Inquiry and Practice, September 2010

Pastor's role in Catholic Education

“Pastors of souls have the duty to arrange all things so that all the faithful may enjoy a Catholic education.”

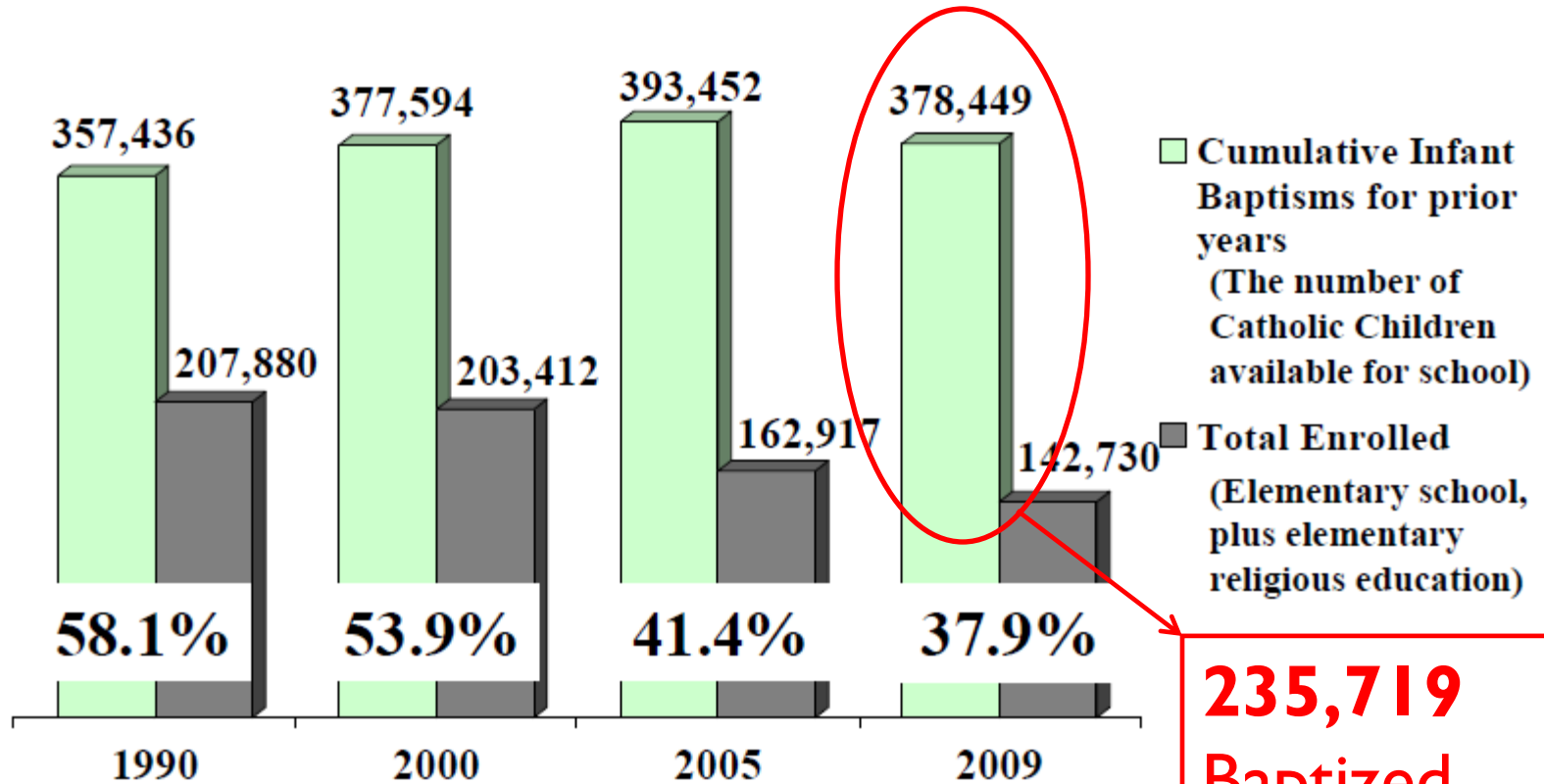
-Canon 794, 2

What can we collectively do to ensure this is the case at our parish and school?



Available vs. Actual Enrollment

Cumulative baptisms vs. elementary school and religious ed. enrollment



235,719
Baptized,
Un-enrolled!

% of available

Elementary	32.2%	22.3%	15.8%	14.4%
Religious Ed.	25.9%	26.6%	25.5%	23.3%

Celebrating Pastors: Enhancing Parish Support for Schools

Pastor-Principal Discussion

Pastor-Principal Relationships

- What works best in creating a strong working relationship with each other?
- What areas take the most time and effort?
- How do you mutually support efforts to welcome new families into the school?
- What do you mutually do to help current families re-register at school?
- How do you address Mass attendance with your families?

Celebrating Pastors: Enhancing Parish Support for Schools

Best Practices Discussion

Ideas for celebrating, engaging and appreciating your pastor

- What works for you?
- Incorporate pastor and associate pastor into marketing plan
 - Ask for help with practical meaningful projects - only a few hours a week
 - Letter home at Christmas – request donations for gifts from families
 - Break projects down by weeks - notes for homily/announcements- hand it to them on Sunday before Mass
 - Ask for pastor to help with outreach to RE
- Parish staff meetings
 - Make sure school is on agenda
 - Keep conversation uplifting
 - Ask and invite pastor into school or keep inviting
 - Ask for opportunity to speak at Mass
 - Practice good listening

Ideas for celebrating, engaging and appreciating your pastor (cont'd)

- Events
 - Blessing on first day of school – whole building and all students
 - For parents and pastor to interact- i.e.. monthly basketball games
 - Invite pastor over for dinner
 - Include in Faculty lunches
 - Pastor gets to know kids
 - ‘Make believe’ baptism
 - Pastor teaches a religion class
 - St. Nicholas Day – taking treats around to students
 - Greeting students on first day of school
 - Sports events

Ideas for celebrating, engaging and appreciating your pastor (cont'd)

- Communication with Pastor
 - Invitation to events
 - Cards and notes to pastor about important upcoming school events
 - Highlight Catholic identity on website and newsletter- share with pastor and staff
 - Find ways to appreciate your pastor in non-public ways (card, cookies)
 - Have kids thank pastor
- Celebrate Pastor's birthday – sign in front of rectory
- What do you do if he becomes a Monsignor?
- Celebrate Pastor Sunday (last Sunday in October)
- Proximity/Presence – once a month at board meeting is not enough presence
- Love to see the pastor at the school – especially important in the Latino community
- Trust – 'I know he/she has my back'
- Work effort as a way to build relationship

Ideas for celebrating, engaging and appreciating your pastor

- Share data about return on investment of schools re: Faith formation / life of Church (previous slides)
- Celebrate Pastor Appreciation Day, April 29, 2012
- Provide easy, clear and positive requests to visit school
- Make the school a place he wants to visit
- Work within his comfort zone

*“When I’m having a tough day,
I go visit with the kindergarten class.”*

Ideas for celebrating, engaging and appreciating your pastor

- Create opportunities around his particular interests/strengths
- Celebrate his ordination anniversary
- Consistently invite him to school events
- Share progress of students-essays, reflections, testimony, videos
- Build good relationships with rectory staff & other parish staff
- Teach students about the pastor's role and responsibilities
- Invite him to make morning announcements
- Invite him to greet families once a week at drop-off/pick-up

Reaching out to families in Religious Education

- What works for you?
- Open school building to RE families for events and activities
- Letters to prospective families- one letter for parents and one letter for students- also send to CCD students - target students
- Cultural sensitivity to RE families - communication methods
- Relationship building - Catechist and teacher retreat, 7th graders do a retreat for school students and RE (K-5)
- Scholarship program - aimed at RE or specific ethnic group
- Have pastor be first contact with RE
- Teachers and Catechists' meet together

Reaching out to families in Religious Education (cont'd)

- Approach regulars at mass who aren't enrolled (personal touch)
- Survey and focus groups of RE families
- Clarify financial aid process, illustrate tuition in different ways
- Combine sports program (RE and school)
- Principal meet with RE families
- Open house with games for kids while talking to parents
- Have students talk with RE students

Reaching out to families in Religious Education (cont'd)

- Just keeping each other in the loop for good working community
- Money, enrollment personnel
- Knowing and recognizing friction – dealing with it
- Fewer priests means less pastoral presence
- Parent ambassadors do specific outreach to RE families
- Consider doing all of this with parishes without schools

Reaching out to families in Religious Education

- Show appreciation for DRE, e.g. name scholarship after him/her
- Receive and plan for sacraments together
- Hold combined events for school & religious education families
- Be flexible with tuition for RE families, particularly upper grades
- Build strong Principal-DRE relationships

Reaching out to families in Religious Education

- Combine newsletters from school and RE
- Learn from families in RE about their perception of the school
- Share in outreach to baptismal lists
- Poor relations with DRE, does not mean poor relations with RE families
- Hold a RE-specific open house

The School as a Vital Parish Ministry

- What works for you?
- Ask parents to reach out to senior parishioners - ask for volunteers
- Student Christmas cards to parishioner list – help parishioners feel connected to kids in school
- Invite young adults into school - help with fundraising for school
- Attend deanery meetings
- Attend community events - i.e.. CAPS meeting, Town meetings
- Cultivate word-of-mouth
- Pastor outreach to non-Catholic churches
- ‘Tiger tutors’ – older parishioners invited to faculty parties and treated as important part of school team, receive their own mailboxes at school
- GO TO 8 am MASS

The School as a Vital Parish Ministry (cont'd)

- “Colette Café” – coffee and donuts in the school with different grades hosting once a month
- Student entertainment for senior parishioners who meet monthly
- Invite seniors to events at school
- Prayer buddies with parishioners
- Lent prayer partners (3rd graders and seniors in the parish)
- Parishioners as chaperones on field trips (pay their way)
- Parishioners read to little ones
- Get dads involved
- Place the school in the context of stewardship
- 8th graders take treats to the senior group

The School as a Vital Parish Ministry (cont'd)

- Every family meets all three people shortly after initial call – pastor, principal, and development director
- Pastor and priests speak to people after mass (RE families & school families)
- RE families invited into the school
- Continually re-introduce school in Spanish masses, where applicable
- Of 280 at St. Agnes, 181 have different tuition (open to “fill plane” but judicious) – dovetails with development effort
- Have pastor identify leader families not school families, personally invite those families
- Make sure students are visible and contributing (i.e. servers, ushers)
- Senior involvement (i.e. breakfast, Christmas party)

The School as a Vital Parish Ministry

- Actively participate in fundraising for larger parish initiatives - Annual Catholic Appeal, Catholic Charities, Catholic Campaign for Human Development – and publicize this participation
- Invite parishioners in for tours, coffees, donuts, etc.
- Thank parishioners for their support of the school
- Start prayer partner program—student-student, parent-parent
- Send newsletter to parish community, beyond school families
- Insert school news every week in the bulletin (e.g. weekly teacher bio or something ‘cool’ from classrooms)
- Invite all parishioners who are Grandparents (‘Cherished Ones’) to school

The School as a Vital Parish Ministry

- Create school volunteer opportunities for older parishioners
- Appoint school board members who represent the parish as a whole, not just the school's interests

Before you leave...Please fill out your evaluation

We hope to see you at...

- Archdiocesan Development Council
Alumni Engagement, January 25
- AMEN, February 17
Customer Service – Marketers in Our Midst

Our Goal

MORE KIDS IN GREAT CATHOLIC SCHOOLS



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THANK YOU

and

MERRY

CHRISTMAS!

