



# Office of Catholic Schools Newsletter

## CATHOLIC SCHOOLS Education for a Lifetime

Archdiocese of Hartford

**SEPTEMBER 14, 2007**  
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*The mission of the Office of Catholic Schools is to further the advancement of Catholic education for students in the Archdiocese of Hartford by providing service, support, guidance, and direction to pastors, presidents, principals, teachers, boards, parents, and other stakeholders of Catholic schools.*

**OFFICE OF CATHOLIC SCHOOLS**  
**WEBSITE: [www.adh-ocs.org](http://www.adh-ocs.org)**

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### **MESSAGE FROM THE CHAIR OF THE ARCHDIOCESAN SCHOOL BOARD**

Dear Catholic School Administrators and Members of the Local School Boards:

On behalf of the Archdiocesan School Board, we extend our warmest greetings and wishes as we begin a new school year. So much has happened in Catholic school education in the Archdiocese of Hartford in the past year, and all of us are excited at the prospect of what is to come this year.

Last March marked a momentous occasion for the Archdiocese of Hartford. In fact, our 2007 Educational Symposium - carving the future of Catholic school education in the Hartford Archdiocese - has attracted national attention. Other (Arch)dioceses across the country have requested copies of the day's proceedings and have inquired about the efforts that led up to the day's events. The commitment to the vision of Catholic education and the concept that we would develop a visionary plan to bring our schools through the next five years is an ambitious one.

The Archdiocesan School Board's top priority this year will be to assist the Superintendent of Catholic Schools with the development and implementation of the strategic plan. Your recommendations regarding the four core values that guided us at the symposium (Catholic Identity, Quality Catholic Education, Accessibility and Advancement) continue to serve as our roadmap as the plan takes shape. We anticipate that the document will be completed in early January, followed by the blessing of the plan at a Liturgy on January 27, 2008, at the Cathedral of St. Joseph, Hartford.

Furthermore, school board members will be working to develop a comprehensive marketing plan promoting Catholic schools and a manual for school board leadership to help boards operate more effectively.

In addition, the Finance Committee of the Archdiocesan School Board will assist with training sessions for business managers and finance committees of the local school boards.

The Archdiocesan School Board exists to further the advancement of quality Catholic education for students in the Archdiocese. We will be using the Office of Catholic Schools website at [www.adh-ocs.org](http://www.adh-ocs.org) to catalog tools and resources for our school communities as they are developed. The web site has undergone significant renovation and is worthy of regular visits.

On behalf of the entire Archdiocesan School Board, please accept our thanks for your efforts, your professionalism, and your commitment to Catholic school education. May you have a wonderful and blessed school year.

Sincerely,  
Rhonda Hebert, Chair  
Archdiocesan School Board

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## **ANNOUNCEMENTS**

### **Congratulations to:**

**Yvonne Ellis Rousseau**, a French teacher at Northwest Catholic High School, who is featured in this month's issue of the Catholic Transcript. Yvonne founded a chapter in Connecticut that provides support to widows and divorced Catholics.

**Robert J. Lane**, a Trustee on the Board of the Foundation for the Advancement of Catholic Schools, who is the recipient of an award presented annually by the Commodore John Barry Assembly of the Knights of Columbus, based in Hamden, Connecticut. This award is presented to a practicing Catholic, man or woman, who has made outstanding contributions to the welfare of the Church and community.

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## **ADMINISTRATION**

**Criminal Background Checks:** Please remember that all new personnel must be fingerprinted within 30 days of hire and that they should all go through the Virtus training program within the first six months of their employment. All recent requests for new fingerprint materials are being mailed out this week.

**SEVIS:** All schools who have foreign (non-immigrant) students enrolled under an F-1 visa for whom an I-20 was issued through the Office of Catholic Schools should have received a verification letter by September 4, 2007. Please respond to this inquiry by fax as soon as possible.

**Catholic Educators Conference:** All principals should have received, by email, their initial letters requesting teacher counts for the *Catholic Educators Conference*. If you did not receive this correspondence, please notify Sr. Loretta Francis Mann as soon as possible.

**Recognition of Teachers Service:** Last year, the Office of Catholic Schools began an annual tradition of recognizing teachers who have served for ten years or more in our schools during the Catholic Educators Conference. The response forms for this recognition are now due.

**Foundation for the Advancement of Catholic Schools:** As indicated in the September 1 edition of the *OCS Newsletter*, the Foundation will host the *Archbishop's First Annual Columbus Day Breakfast* on Friday, October 5 from 7:30 a.m.-9:00 a.m. at *Anthony's Ocean View Restaurant* in New Haven. The proceeds from this event will fund scholarship grants for students attending the Catholic elementary schools of the greater New Haven area. All are welcomed and encouraged to attend this wonderful inaugural event. Ticket, sponsorship, and program ad information may be obtained from Carol Mack, Executive Director of FACS at [cmack@ahd-ocs.org](mailto:cmack@ahd-ocs.org).

*Attention Principals of the Greater New Haven Area Catholic Elementary Schools:* We hope that all of our greater New Haven Catholic schools will be represented at the *Breakfast*. Please share information about this *Breakfast* with the members of your school board. If you have not already done so, please email photos of your school and students to [cmack@adh-ocs.org](mailto:cmack@adh-ocs.org). It is very important that we receive these photos no later than September 19 for a PowerPoint presentation that will run continuously at the *Breakfast*. Many thanks to those of you who have already sent in your photo(s).

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## **CURRICULUM**

**September 17, Constitution Day:** The most important document written for promoting democratic government in the world today is The Constitution of the United States of America, signed on September 17, 1787. A provision enacted by Congress in 2004, requires that all U. S. education facilities receiving federal funds offer an educational program/lesson based on the U. S. Constitution on September 17. For more information and resources, explore <http://www.cclce.org>.

**Best Practices in Multicultural Education:** On October 11, 2007, the Connecticut Convention Center in Hartford will host the **12<sup>th</sup> New England Conference on Multicultural Education**. This conference continues to provide Pre-K–12 and higher education teachers, administrators, and school staff members with exceptional opportunities to examine ways to: reduce racial, ethnic, and economic isolation; study innovative programs that infuse multicultural education into the curriculum; highlight the work of outstanding individuals/programs engaged in teaching tolerance; encourage strategies that promote excellence in teaching/learning to meet students' diverse needs. Don't miss this one – application deadline is September 28. You can register online at [www.aces.k12.ct.us/conferences](http://www.aces.k12.ct.us/conferences).

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## SCHOOL ADVANCEMENT

**Website Guidelines:** Located in the administrative login of the OCS website are suggested guidelines for effective Catholic school websites that were researched and developed by the Marketing Committee of the Archdiocesan School Board, under the direction of Cathy Donahue, an Archdiocesan School Board member and Chair of the Marketing Committee. These guidelines provide the schools with three tiers of website quality and serve as an important resource for schools developing and maintaining their websites.

**HOPES Collection:** The HOPES collection will be taken throughout the Archdiocese of Hartford on the weekend of September 22/23 and our goal is an ambitious \$300,000 in commemoration of the 30 Anniversary HOPES Dinner scheduled for that same weekend. We ask that all our schools encourage support for this collection that benefits elementary schools. The wonderful marketing DVD distributed at the Educational Symposium would be a terrific way to show parishioners the positive impact of their contributions.

**Fall Advancement/Finance Workshop:** All elementary and secondary schools are invited to attend the Fall Advancement/Finance Workshop scheduled for Wednesday, October 10, 2007 at the Archdiocesan Center at St. Thomas Seminary. Registration begins at 3:30 p.m. and the workshop kicks off at 4:00 p.m. that afternoon. Dinner will be included from 5:30 – 6:30 p.m. (at a cost of \$14.00 per person) followed by the evening session from 6:30 – 8:00 p.m.

This workshop offers two important topics and two wonderful speakers. The first topic, “Miracle Marketing,” will be handled by Mike Ziemski, Director of Marketing and Development for the Diocese of Greensburg, PA. He will provide schools with guidance on effective target marketing, positioning, and branding. In addition, Mike will share his “Enrollment Estimator” with schools, each of which is asked to bring their grade-by-grade enrollment figures for the past six years. Mike is a master of marketing Catholic schools and authors a terrific website entitled, [www.schooladvancement.com](http://www.schooladvancement.com).

The second topic, “Cost-Based/Needs-Based Tuition” will be addressed by Donna Moss, Principal of Cathedral Elementary School in Raleigh, NC. She will share the successful implementation of this process in her school, along with information about the needs assessment tool she utilizes. Since Mike Ziemski is in a diocese that also implements this tuition model, there will be some fascinating discussion for our audience.

Principals, presidents, pastors, school board chairs and members, development staff and volunteers, school business managers, and finance chairs are all encouraged to attend.

**More Marketing Tidbits:** Here are just a couple more of Mike Ziemski’s marketing gems, taken from [www.schooladvancement.com](http://www.schooladvancement.com).

*Marketing IS Education*

*While a consultant may be very necessary to help market your school, realize that educators possess the background that marketing requires...educators just work with a different audience. Teachers in Catholic schools educate children, whose minds are open to new ideas and absorb information like sponges when they are interested in the material that's being taught. Marketers have to do the same thing with adults...whose minds may not be as open to new ideas and concepts. Both jobs have their challenges – but we're trying to reach the same goal by taking necessarily different paths.*

### **Marketing Budget**

*...Marketing is an **INVESTMENT**. It's important to assess marketing programs and activities to see how effective they've been. If you keep doing the same thing from year to year, spending money on the same programs, and see no increase in enrollment, **THAT** is wasteful spending.*

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## **SCHOOL FINANCES**

**Final Budget Reminder:** All elementary school final budgets must be emailed to Ken Przysiecki, CPA, Director of School Finances, at [kprzysiecki@adh-ocs.org](mailto:kprzysiecki@adh-ocs.org) by **October 1, 2007**.

**Capitol Region Education Council (CREC):** Have you taken the opportunity to get competitive pricing for your everyday school needs? Hopefully you have used the buying power available through CREC to get ready for this school year. If not, you are encouraged to use CREC for your next purchase. Contact Kathleen Baldwin at the Office of Catholic Schools by phone or email, [kbaldwin@adh-ocs.org](mailto:kbaldwin@adh-ocs.org) if you have any questions on how to utilize the CREC procedures. Share your experiences working with CREC by contacting Ken Przysiecki at [kprzysiecki@adh-ocs.org](mailto:kprzysiecki@adh-ocs.org).

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## **CALENDAR**

**\*Additions since the last Office of Catholic Schools (OCS) Newsletter**

### **Due Dates**

<b>Past Due</b>	<b>2007-2008 Goals for Elementary School Principals</b> due to Sister Loretta Francis
<b>Now Due</b>	<b>Faculty In-Service Training Report/Retreat Report</b> due to Sister Loretta Francis

**September**

- 15 **Recognition of Teachers' Years of Service** due to Sister Loretta Francis
- 28 **High School Department Chairs form** due to Valerie Mara
- 28 **Elementary/Middle School Curriculum Coordinators form** due to Valerie Mara
- 28 **Curriculum Committee Volunteers form (elementary and secondary schools)** due to Valerie Mara
- 28 **Textbook Inventory** due to Valerie Mara
- 30 **BBP Attendance** due to Larry Duffany
- 30 **Vaccination Acceptance/Declination** due to Larry Duffany

**October\***

- 1 **RSVP to the Fall Advancement/Finance Workshop** due to Anne Clubb
- 1 **Elementary School Final Budgets** due to Ken Przysiecki
- 7 **On-Line Annual Census/Supplemental Report** due to Dale R. Hoyt
- 22 **RSVP to the Catholic School Leadership Reception** due to Sister Loretta Francis Mann

**Upcoming Events**

**September**

- 16 **Catechetical Sunday – This year's theme – *Catechesis: Encountering the Living Christ***
- 20 – 21 **Elementary School Teachers' In-service**, the Auditorium at the Archdiocesan Center at St. Thomas Seminary, 8:30 a.m. – 1:30 p.m.
- 20 **Elementary School Administrative Assistants' Professional Development Day**, St. Thomas the Apostle Parish Hall, West Hartford, 9:15 a.m. – 2:00 p.m.
- 21 **Elementary School Administrative Assistants' Professional Development Day**, St. Lawrence Parish Hall, West Haven, 9:15 a.m. – 2:00 p.m.
- 23 **HOPES Dinner**, Aqua Turf Club, Southington, 5:00 Cocktails, 6:00 p.m. Dinner
- 24 **Cathedral Mass Committee**, Office of Catholic Schools, 3:00 p.m.
- 26 **Archdiocesan Secondary Meeting**, Office of Catholic Schools, 9:00 a.m. – 2:00 p.m.
- 27 **Orientation of Group Leaders**, Quassy Amusement Park, Middlebury, 6:30 – 9:30 p.m.

**October\***

- 1 **Archdiocesan School Board Meeting**, Office of Catholic Schools, 6:30 p.m.
- 5 **Archbishop's First Annual Columbus Day Breakfast**, Anthony's Ocean View Restaurant, New Haven, 7:30 – 9:00 a.m.
- 8 **Columbus Day Holiday – Office of Catholic Schools Closed**
- 10 **Fall Advancement/Finance Workshop at the Archdiocesan Center at St. Thomas Seminary**: Registration at 3:30 p.m., Workshop from 4:00 – 8:00 p.m.
- 11 **12<sup>th</sup> Annual New England Conference on Multicultural Education**, CT Convention Center, Hartford
- 14 **Youth Spectacular**, Quassy Park, Middlebury, 11:00 a.m.
- 16 & 17 **Catholic Educators Conference**, St. Paul Catholic High School, 8:30 a.m. – 2:30 p.m.
- 18 – 25 **CogAts Administered** to second graders in schools involved in the Archdiocesan program pilot
- 24 **Archdiocesan High School Advancement/Finance/Academic Consultations**,

*Those of us who are in this world to educate – to care for young children, have a special calling:  
A calling that has very little to do with the collection of expensive possessions but has a lot to do  
with the worth inside of heads and hearts.*

*Fred Rogers (1928-2003)*

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*The information in this newsletter is for the use of the administrators, pastors, faculty, and boards. Principals are requested to forward information to appropriate persons. Requests for inserts into the OCS Newsletter can be made to Gayle Keene, Administrative Assistant to the Superintendent, [gkeene@adh-ocs.org](mailto:gkeene@adh-ocs.org).*