

# Diocese of Brooklyn: Preparing for Catholic Schools Week



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Maria Ippolito, Partner

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# PARTNERS IN MISSION



MARIA IPPOLITO

- 15 years of Catholic school experience as teacher, admissions director, Director of Marketing for Archdiocese of Chicago
- Currently working as consultant for Big Shoulders Fund
- Communication, content creation, social media marketing focus
- Developed Parent Ambassador Program for Arch Chicago
- Lives in Chicago sending two sons (PreK and 2nd) to neighborhood Catholic school



WELCOME!

- 4th in this series – Parent Ambassadors, Customer Service, Converting Inquiries to Enrollments and today Catholic Schools Week Focus
- Goal today to take three ideas to implement immediately after break, find 2 ways to improve/update your current CSW offerings

Catholic  
Schools  
Week is  
great....

BUT



**Catholic Schools**  
Faith. Excellence. Service.

January 30-February 5 2022

# Daily Themes



**Sunday: Celebrating Your Parish**

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**Monday: Celebrating Your Community**

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**Tuesday: Celebrating Your Students**

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# Daily Themes



**Wednesday: Celebrating  
the Nation**



**Thursday: Celebrating  
Vocations**



**Friday: Celebrating  
Faculty, Staff and  
Volunteers**

# Prepare for Catholic Schools Week

Take a moment to reflect- what has worked in the past? Any Covid considerations?

Remember 3 C's of Covid when making decisions: Common Sense, Convenience and Community

How can we work smarter to create a week that is building community(*retention*), marketing our school (*recruitment*), inspiring JOY (*mission*)!

# Logistics of Prep

Before you leave for break...

- CSW team is set- includes teachers, leader, someone with marketing experience
- Quick walk thru with high impact fixes
- Develop plan for each day
- Connect with additional team members who can help
- List out each “event” and goal of the event
- Develop any materials needed

# Logistics of Prep

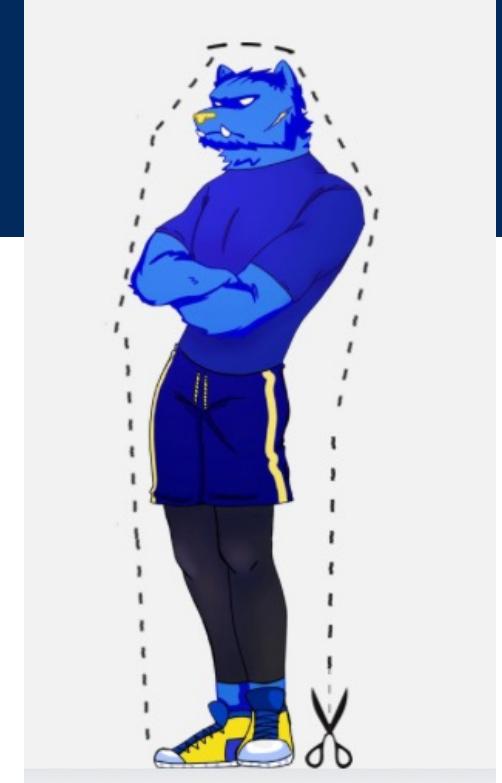
Event	Goal	Date	Lead	Communication/Promotion
Open House	Retention- 150 current families attend	2-1-22	Ippolito	Social media, family newsletter, parent ambassadors
Tuesday Tour	Recruitment- goal 5 new families tour	2-3-22	Smith	Prospect emails, parent referral flyer, paid social to neighborhood
Coat Drive	Mission/Community- goal 150 coats	2-5-21	Jones	Family newsletter, reach out to local paper, connect with alums
Pastries for Parents	Retention- thank you to parents- goal 75 attend	2-3-22	Ippolito	Send in newsletter- film quick thank you video from teachers/staff to current parents

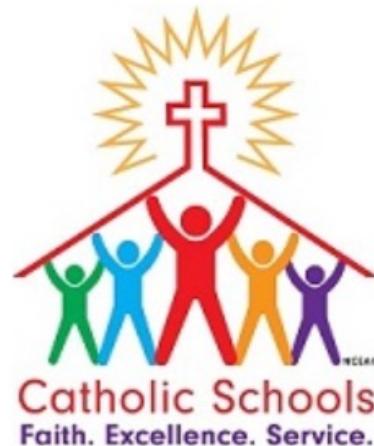
# A reminder...What do people *see*?



# Promote Catholic Schools Week

- Ways to spread the word...
- Review what is the goal of the event?
- Parent Ambassadors
- Facebook Event (paid ad to go with it)
- Email Marketing
- Posters
- Community Wide Event in Conjunction ie : mascot hunt in neighborhood
- Are public schools off? Can we host a shadow day?





## St. John de la Salle Catholic Schools Week Activities 2021

**Special DEAL for Catholic Schools Week only:  
\$75 REGISTRATION FEE FOR 2021-2022 per family!**

***Registration fee increases to \$150 on Feb. 8 as registration opens to the public. Register early to avoid the increase and save your seat.***

Registration increases to \$200 on April 12.

### Monday, February 1st: ***Celebrating Our Faith & Culture***

Dress Down: African-American Pride Wear

Activity/Project: Pastors Roundtable at 8:15 a.m., Special School Mass at 9 a.m.

- Art Project- African Masks
- Home Run Inn Preordered Pizza Pick Up @Beverly-10900 South Western Ave

### Tuesday, February 2nd: ***Celebrating Our Community***

Dress Down: Dress Down in Chicago Wear

Activity/Project: Making Valentines for Parishioners, Shut-Ins and Elderly in our Community

- Bring a canned good for the Food Pantry
- Local Author Virtual visit, Dr. Michael Allen, 2 p.m.
- Home Run Inn Preordered Pizza Pick Up @Beverly-10900 South Western Ave

Wednesday, February 3rd: ***Celebrating Our Students***

Dress Down: Crazy Hair and Sock Day w/Gym Uniform

Activity/Project:

- Staff vs. 8th Grade Virtual Trivia @ 2 p.m.: “Are You Smarter Than Our 8th Graders?”
- Virtual Open House via Zoom for New Families at 6 p.m. <https://bit.ly/3nAYymn>
- Home Run Inn Preordered Pizza Pick Up @Beverly-10900 South Western Ave

Thursday, February 4th: ***Celebrating Our Teachers***

Dress Down: Dress Like Your Teacher Day

Activity/Project: Teacher Trivia Contest at Morning Assembly, Teacher Lunch 12 p.m.

Friday, February 5th: ***Celebrating Our Families and Alumni***

Dress Down: Wear Gym Clothes, Blue/Yellow, or SJDLs Spirit Wear

Activity/Projects: Guest Speakers Alumni Panel, 2 p.m. <https://bit.ly/39wDgSe>

- Last day to submit Wolverine Photo Contest submissions to [ssantellano@johndls.org](mailto:ssantellano@johndls.org) or via Facebook/Instagram to win a FREE \$75 registration fee or Tuition Credit!

AGAIN THIS YEAR: Refer a new family and if they stay through the end of the 2022 school year, you'll receive a credit equivalent to one month's tuition. Students who re-register get special perks!

Password for all Zooms is wolverine

# Promotion

## Catholic Schools Week 2021



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We're committed to serving you.  
Please note that we are in progress.



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## Catholic Schools Week 2021

# Celebrate Catholic Schools Week

- Tied to Mission
- Inspire Joy?
- Appreciate Teachers!!!!
- Work Smarter Not Harder

St. Gall School - Catholic Schools Week BINGO

OLDEST CHILD'S FIRST & LAST NAME : \_\_\_\_\_

B I N G O				
LIKE St. Gall School ON FACEBOOK	ATTEND A VIRTUAL ST. GALL MASS, TAKE A PHOTO AND TAG US	REVIEW ST. GALL SCHOOL ON GREATSCHOOLS.COM	FIND A ST. GALL LOGO AROUND TOWN, TAKE A PICTURE AND TAG US!	SIGNED PROGRESS REPORT
SIGN UP FOR AMAZON SMILE	SUBSCRIBE TO OUR YOUTUBE CHANNEL: ST. GALL SCHOOL CHICAGO	REGISTER YOUR CHILDREN FOR THE 2021-2022 SCHOOL YEAR!	BUY A ST. GALL MAGNET IN THE SCHOOL OFFICE!	CONTACT INFORMATION UP TO DATE (PHONE NUMBER + EMAIL)
FIND A ST. GALL LOGO AROUND TOWN, TAKE A PICTURE AND TAG US!	REVIEW ST. GALL SCHOOL ON GOOGLE		REVIEW ST. GALL SCHOOL ON FACEBOOK	SHARE ANY ST. GALL SOCIAL MEDIA POST
STUDENT PARTICIPATES IN CSW SPIRIT WEEK! (DRESSES UP AT LEAST ONE DAY)	ATTEND A PVC MEETING THIS SCHOOL YEAR	FIND A ST. GALL LOGO AROUND TOWN, TAKE A PICTURE AND TAG US!	FOLLOW ST. GALL ON INSTAGRAM	APPLIED FOR TAX CREDIT SCHOLARSHIP
SIGN UP ON CLASSTAG WITH YOUR CHILD'S CLASS	FIND A ST. GALL LOGO AROUND TOWN, TAKE A PICTURE AND TAG US!	DISPLAY A ST. GALL SCHOOL YARD SIGN! (GET FROM SCHOOL OFFICE)	SEND A THANK YOU CARD TO A STAFF MEMBER	BUY ANY ST. GALL SWAG (HAT, SHIRT, TOTE BAG)

# Prepare to Open Registration

- Set Goals (two numbers?)
  - And benchmarks
- Welcome New & Returning Families -consider dates to open

-Parent Referral Programs

## Welcoming Process

- Start in Office with Tour
- Tour building with Star Teacher/AP
- End in Office
- Small gift at end of tour
- Get their prospective info sheet filled out NOW
  - Tax info, etc.
- If they're ready to register, do it then!
- Take a photo with the sign/shirt.
- Regular Social Media Posts to show numbers.



Registration Goals for 2022										
	A	B	C	D	E	F	G	H	I	J
1	Registration Goals for 2022									
2	75 Returning and 40 new									
3										
4	Goal	Goal Date	Date Completed		Goal	Goal Date	Goal Date			
5	15 students re-registered	2/4/21	2/5/21		5 new students registered	2/11/21	3/30/21			
5	30 students re-registered	2/10/21	2/11/21		10 new students registered	3/1/21	4/30			
7	50 students re-registered	2/17/21	2/16/21		15 new students registered	4/1/21	5/13/21			
3	60 students re-registered	6/1/21	3/1/2021		20 new students registered	5/1/21	5/27/21			
9	75 students re-registered	7/1/21	5/19/21 ENROLLMENT GOAL		25 new students registered	6/1/21	6/28/21			
0	80 students re-registered	8/1/21	8/13/21		30 new students registered	7/1/21	7/1/21			
1					35 new students registered	8/1/21	7/5/21			
2	100 TOTAL Students registered	7/1/21	6/25/21		40 new students registered	9/1/21	7/30/21 MARKETING GOAL			
3	120 TOTAL Students registered	8/1/21	8/10/21		45 new students registered	9/5/21	8/16/21 SALLY CRAZY GOAL			
4	125 TOTAL Students registered	9/1/21	8/13/21		50 new students registered	9/10/21	9/1/21			
5	130 TOTAL students registered	9/15/21								
6	135 TOTAL students registered	9/30/21								
7	140 TOTAL Students registered	10/10/21								
8										
9										
0										
1										

# Retention

- Early Childhood Retention:
  - How are we tracking? Goal Setting?
  - How are we inviting? Engaging?
  - Are we communicating long term investment and success?
  - Step Up Days? Field Trip to the Future?



**Field Trip to the FUTURE  
Permission Slip**

**DESTINATION:** ONE YEAR INTO THE FUTURE  
**THE 2020-2021 SCHOOL YEAR**

Dear Parent/Guardian.:  
Greetings! Over here at St. William, we are hopping into our time machines and taking a field trip like never before. In this field trip, your child will learn about their future class, the topics that they will explore and all the exciting things about the next school year.  
Thank you,

Principal Gabrish

**ALL  
ABOARD!  
DETAILS:**

Date: \_\_\_\_\_

Destination: 2020-2021

School Year: \_\_\_\_\_

**PARENT'S CONSENT FORM**

By signing this permission slip you are allowing your child to participate in the field trip to the FUTURE! Please note, students will not leave school premise.

Signature of Parent/Guardian: \_\_\_\_\_

**REMINDERS**

# Open Registration

- Have fun
- Pick a Theme – St. Nick's "team"
- <https://fb.watch/9rFKdxQMPy/>
- <https://fb.watch/9rFMcBdd4c/>
- Celebrate!



# Closing Thoughts

- Plan NOW
- Make it joyful and tied to mission
- Mix up recruitment and retention- work smart!
- Set goals for the week and for the upcoming year
- Keep it simple; have fun; demonstrate gratitude
- I'm here to help!

