

Catholic School Administrators
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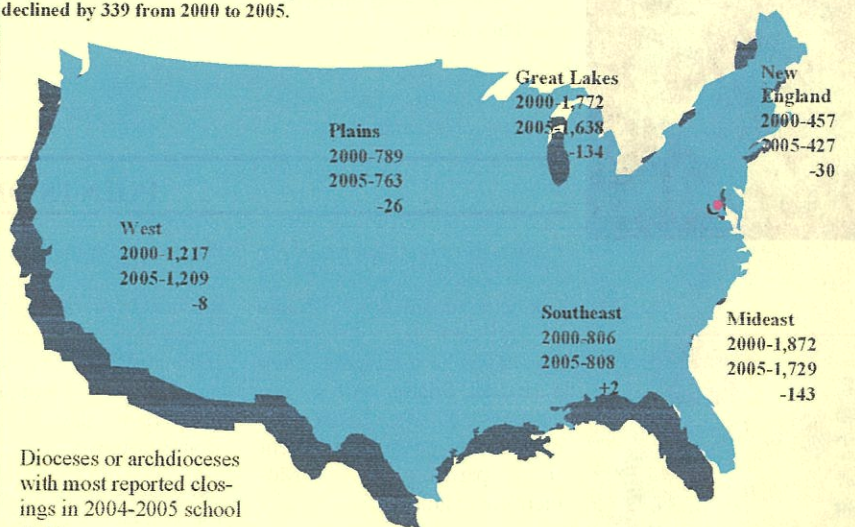
MARKETING

If you watch TV you will notice a huge amount of "product placement" in the programs. Everything from cars to cleaning supplies is being subtly advertised during normal programming. Have you thought about product placement when it comes to marketing your school? Does your Pre-Kindergarten or Kindergarteners have a special t-shirt or sweatshirt that they can wear? How about finding a donor for XX Catholic School Class of 2012, or 2014, or 2018 sweatshirt or t-shirt? Pre-Kindergarten or Kindergarten students can wear them on field trips or other special school functions, but the main idea is for them to be worn outside of school. What about the faculty and staff, do they have a XX Catholic School sweatshirt, jacket or fleece to wear? Consider these clothing items as your product placement, placing the school name into a variety of locations and events.

Population Shift seen as cause for school closings

The decline in the number of Catholic schools during the past five years reflects a demographic shift of where Catholics live more than a decline in the demand for Catholic education, according to the Center for Applied Research in the Apostolate.
from The Evangelist 8/24/2006

The number of Catholic elementary schools in the nation has declined by 339 from 2000 to 2005.



Source: Center for Applied Research in the Apostolate

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IMPORTANT UPDATES (links are on the CSAANYS website in member news)

Mathematics 2006: It is important that proper mathematical terms be taught beginning in Kindergarten. Appropriate mathematical vocabulary should be used during instruction. For example, students should be taught the difference between a bar graph and a histogram. (See <http://www.emsc.nysed.gov/3-8/glossary.htm>) This glossary, *intended for teacher use only*, provides an understanding of the mathematical terms used in Pre K-8 level instruction, and in Regents-approved courses entitled Integrated Algebra, Geometry, and Algebra 2 and Trigonometry as reflected in the NYS Mathematics Core Curriculum (Revised 2005). All teachers are encouraged to become familiar with these terms and use them consistently throughout a student's educational program.

Instructional Recommendations : Go to <http://www.emsc.nysed.gov/ciai/mst/instructec.html>. For a document to assist teachers and administrators in directing classroom instruction to align with the NYS Learning Standard for Mathematics.

Teacher Professional Development-Recordkeeping and Reporting: The Office of Teaching Initiatives has issued guidance on recordkeeping and reporting for required professional development for

teaches and teaching assistants. Guidance for nonpublic school administrators is available at: http://www.highered.nysed.gov/tcert/resteachers/Recordkeeping_and_Reporting_Non_Public_FINAL_1.pdf

Pandemic Flu: This is the "hot" planning topic this year. The Conference for Administrators of Religious and Independent Schools will have a workshop on this topic. There are a few items that you and your school board should be considering in the event that your school does not have a plan that is fully functional.

1. What will be the fiscal impact on the school if the school has to be closed for an extended period of time?
2. What planning has the school board done with respect to teacher absences, administration absence, financial issues, community issues, length of school day/year?
3. What will happen to the families you serve if the school has to be closed for an extended period of time?

If you have not visited the link: <http://www.pandemicflu.gov/plan/schoolchecklist.html> please do it today.

Analyzing a Situation: SWOT Analysis: Use SWOT analysis to determine

where a group stands and what it might need to work on in order to get where it wants to go. This is a great tool for High Schools, or a team of teachers to use to tackle a problem. For example, the math team in your school might do SWOT analysis to look for ways it can grow and become more competitive. Remind the group that strengths and weaknesses are what the team has internal to itself and opportunities and threats are external factors. - Create a safe and open environment so people can respond candidly. - Make time to reflect on and decide what to do with the results.

January 2007 Regents Draft Exam Schedule: is on our website, <http://www.csaanys.org> in the members portion. Send feedback to: 518-402-5596.

BEDS 2006: Watch for a mailing from NYSED with directions for completing the BEDS form on-line. You will also receive a user name and password with the directions. Please remember to be very careful when filing out the online form- accuracy is of the utmost importance.

Reminder: Encourage your teachers and parents to join the NETWORK at: <http://www.nyscatholic.org>. The network is making our voices heard!