

CSAANYS



CSAANYS
wishes you a Happy
Easter!

Your professional organization!

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April 2006

CHANGES TO THE ADMINISTRATIVE CERTIFICATION

KATRINA FUNDING UPDATE

On March 2nd, The Department of Education (federal) released 120 million dollars to states serving students displaced by Katrina and Rita. 11% of those students are enrolled in private schools. The remaining \$525 million should be released to states before July 31st.

Carol will be in Rochester May 2, 2006 if you would like to share travel expenses, schedule a workshop on the 1st or 3rd. Call her at 518-273-1205.

National PTA Association?
- Did you know that the use of the acronym PTA is copyrighted and protected by the National PTA Association? In order to use this you must be a member of the national organization, pay the annual dues, and abide by their regulations. The use of PTSA, HSA, HSO, PTSO, etc. are all acceptable for schools to use. CSAANYS has put together a new publication on Parent, Teacher, Student Organizations, call for your copy today. This booklet is just \$2.00 each or 6 booklets for \$10.00.

The Board of Regents is expected to vote on new requirements for administrative certification at their April meeting. If the changes are approved at this meeting it is expected they will be effective September 2006.

What this means for you:

If you are currently taking coursework for your SAS or SDA certification, apply now, even if your requirements are not completed. It is expected that people who have applied prior to September, 2006 will be granted a 1-year window to complete requirements.

If you are an administrator

with a masters degree, apply now and start your course work!

Please call CSAANYS or log on to www.csaanys.org (go to member news) for a brief overview of the proposed new certification requirements.

AS SPRING ARRIVES..

What thoughts come to mind as Spring arrives? Easter is coming and with it the resurrection of Jesus, budding flowers, warmer days and nights, the grass greening and birds returning.

Easter is a time for renewal, new life, and the promise of life to come. With this season in mind it is also time for planning. Soon plans for graduation and first communion will swing into high gear along with end of the year plans - picnics, field days, fairs, and summer vacations. It is also time to think about the 2006-07 school year. Begin working with the faculty on school improvement goals, writing wellness plans, and developing the year long school theme. Work on a theme that builds spirit, morale, camaraderie and improves student learning. At a faculty meeting take time to reflect on the current year, what worked, what didn't, what should stay the same, and what should change (change is good, it keeps us fresh). Begin building a plan for next year. Be creative, visit another school for a different perspective, talk to colleagues about their goals, and share ideas with community members.

The new school year is only 6 months away! Renew your spirit, enjoy the new life that is springing up all around you, take a moment to watch the birds, smell the flowers and walk on the fresh grass.

MARKETING

Pre-School and Kindergarten: In a recent NY Times article, reporter Susan Sualny cited interesting statistics about the under age 5 population in Manhattan. According to Sualny the number of children under age 5 increased by 26% between 2000-04. In addition, in 2003 there were 4,153 twin births in all boroughs and 299 triplet births. With this information, has the marketing of pre-school and kindergarten programs kept pace with the changing demographics? Knowing

the birth rates for your community will help you plan appropriately for pre-school and kindergarten. The local LEA Superintendent's office usually has the birth rate information. Considering all the competition our schools face, continuously evaluating marketing materials and processes keeps the message fresh to the market you are trying to reach.

School Websites: Does your school website have the information parents

looking for a school want to know? Is the school phone number on the homepage? How easy is it for parents to find important information on the website?

CSAANYS would be happy to look at your website and give you feedback. We will look at the website from the perspective of an interested parent. Call or email us with the web address and we will send you accolades, tips, and ideas for making your website a great marketing tool.

TO KEEP A TRUE LENT

Is this a Fast, to keep
the larder lean,
and clean,
from fat of veal and sheep?
Is it to quit the dish
of flesh, yet still
to fill
the platter high with fish?
Is it to fast an hour,
or rag'd to go
or show
a downcast look or sour?
No; 'tis a Fast to dole
thy sheaf or wheat
and meat,
unto the hungry soul.
It is to fast from strife.
From old debate,
and hate;
to circumcise thy life.
To show a heart grief-rent,
to starve thy sin,
not bin;
and that's to keep thy Lent.

-Robert Herrick



WELCOME BACK

- Most Precious Blood, Angola



CONGRATS!!!

- Bishop Ludden HS, Syracuse was named one of the Top 50 Catholic High Schools in the Nation for the second year.

Middle States Congrats!

- Blessed Sacrament, Syracuse
- Holy Cross, DeWitt,
- Holy Family, Syracuse,
- Immaculate Conception, Fayetteville,
- Our Lady of Lourdes, Utica,
- St. Mary's, Cortland,
- St. Mary's, Clinton,
- St. Peters, Utica

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Thank you to **ALL** the students, faculty, parents and administrators who attended the **VERY** successful Education Rally in Albany. According to the NYS Catholic Conference there was close to 5000 people who attended the rally. **CSAANYS** was also there to hand out pamphlets and buttons. Please keep the pressure on by sending letters to your representatives. Go to www.csaanys.org for more information on Education Tax Credits and links to a letter writing site.

MARKETING TIPS

What do parents look for in a school?

• School Website

Have you checked your website lately? Are there downloadable registration forms? Tuition information? What about test scores, demographics and curriculum outlines. Does your website have a stat counter? Is information provided in languages other than English? Is school contact information, address, phone numbers, and e-mail addresses on the homepage? (speaking from experience, it is frustrating to have to search a website for contact information)

Parents have ideas about the

kind of school their looking for and are searching the Internet to do their homework. Be prepared.

• Programs

Information on the school's program, primarily its curriculum and method of instruction, is the most common piece of information parents want in making a decision about where to send their children along with information on the school's teachers.

• Characteristics

The other criteria that parents mention are school characteristics, such as class size and make-up of student

body; general student outcomes, such as development of lifetime skills and advancement to the next grade level; safety and discipline at the school; standardized test scores; level of parent involvement and the school's reputation are very important to parents.

Make up a packet that includes this information and have it available for mailings, walk-ins and give it to current families.

Check out this article - "Why choose a Catholic School" at www.csoadmin.org/whychoose.htm

RECRUITMENT

- Now is the time to get information, invitations and a coupon (example: "Because you were Baptized at St. ___ Church, we are delighted to present you with a \$50.00 certificate towards tuition at St. _____ School.
- Have you sent thank you letters out yet to all the

families that attended your open house?

- Have new enrollees received a welcome letter?
- Is there an incentive for current families to recruit new families (voucher or coupon off tuition)?
- Is another open house planned? Why not plan an early morning open house

or have one during the school day when parents can see your school in action.

- Are students, parents, faculty, and staff able to talk about the school in a favorable way? Remember word of mouth is your #1 Marketing Tool!