

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

CSAANY'S



Your professional organization!

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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. CSAANY'S 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!