

CATHOLIC SCHOOL MANAGEMENT

2011 Summer Certificate Programs & Seminars



Exciting
NEW LOCATION
for 2011!



MARYWOOD CENTER
ORANGE, CALIFORNIA

JULY 25 - JULY 29, 2011

2011 Programs will focus on:

Enhancing The Viability and Vitality of Catholic Schools

*The Most Complete Professional Development Programs For Catholic School Leaders
(Pastors, Principals, Board Members, and Diocesan Personnel)*



CATHOLIC SCHOOL MANAGEMENT

Certificate Program Highlights



Join us
and enjoy
**ORANGE COUNTY,
CALIFORNIA!**

Marywood Center serves as the home of the Diocese of Orange, California. The beautiful grounds provide a retreat-like setting conducive to learning, sharing, and reflection.

The City of Orange, California, approximately 32 miles southeast of Los Angeles, is the center of Orange County, California. Nearby attractions include Disneyland, Knott's Berry Farm, and Newport Beach. The city of Orange is accessed by John Wayne International Airport and Los Angeles International Airport, five major freeways, and Amtrak trains.



And, of course, the CSM faculty will be available to you all week for private appointments and counsel.



*Marywood Center
Orange County, California*

Program Week Highlights

- Networking with CSM staff and colleagues from around the world
- Program opportunities for administrative and diocesan teams
- Sunday evening welcome reception
- Monday evening Liturgy and barbeque
- Roundtable discussions to share “best practices”
- Evening programs
- CSM faculty available for private appointments and discussions
- One-day Seminars on Friday (see pages 13-14)

New Program for 2011:

**WELCOMING
LATINO
CHILDREN
AND
PROVIDING
FOR THEIR
SUCCESS**

See page 2 for details



2011 Summer Certificate Programs & Seminars

MARYWOOD CENTER ORANGE, CALIFORNIA

Enhancing The Viability and Vitality of Catholic Schools

CONTENTS:	PAGE:
-----------	-------

GREETINGS FROM CSM	1
--------------------	---

PROGRAMS

4-Days (July 25 - 28, 2011)

ONE	<i>Welcoming Latino Children and Providing for Their Success</i>	2
------------	--	---

TWO	<i>Catholic Elementary School Development/ Institutional Advancement</i>	3
------------	--	---

THREE	<i>Catholic Secondary School Development/ Institutional Advancement</i>	4
--------------	---	---

FOUR	<i>Effective Student Recruitment and Retention for the Catholic Elementary School</i>	5
-------------	---	---

FIVE	<i>Enrollment Management for the Catholic Secondary School</i>	6
-------------	--	---

SIX	<i>Models of Leadership for Effective Catholic School Administrators</i>	7
------------	--	---

SEVEN	<i>Budgeting and Financial Management in Catholic Schools</i>	8
--------------	---	---

EIGHT	<i>Issues and Strategies for Catholic School Guidance Counselors</i>	9
--------------	--	---

NINE	<i>Catholic School Athletic Coaching & Program Administration</i>	10
-------------	---	----

5-Days (July 25 - 29, 2011)

TEN	<i>Catholic School "Turnaround" Strategies</i>	11
------------	--	----

SEMINARS

1-Day (July 29, 2011) (8:30 a.m. - 2:00 p.m.)

ONE	<i>Preparing for the Capital Campaign</i>	13
------------	---	----

TWO	<i>Enhancing the Elementary School Annual Fund</i>	14
------------	--	----

THREE	<i>Successful Grant Research and Writing</i>	14
--------------	--	----

GENERAL INFORMATION	15
---------------------	----

REGISTRATION FORM	16
-------------------	----



ENJOY THE SIGHTS
AND ATTRACTIONS IN
ORANGE COUNTY,
CALIFORNIA!





Dear Colleague in Catholic Education:

The U.S. Census Bureau confirmed in late December 2010 what we have experienced over the past ten years; specifically that the U.S. population has shifted to the south and west. Recognizing and responding to that trend, Catholic School Management, Inc. moves its Summer Certificate Programs from Indiana to beautiful and sunny Orange, California this year. We are excited to be collaborating with the Diocese of Orange to provide the most comprehensive professional development programs for Catholic school leaders in the United States. New programs have been added and all Certificate Programs have been updated to provide you with the tools and strategies necessary for successful leadership, and for long-term viability and vitality for your Catholic school. Among key strategies that will be taught and discussed are the following:

- Welcoming Latino students and families to the Catholic school;
- Effective marketing for enhanced image and enrollment;
- Effective electronic and written communication;
- Key strategies for reducing student attrition;
- The importance of contemporary foundational documents;
- Strategies for long-term financial health and viability.

Catholic schools are more important than ever to both the Church and to young families. It is my firm belief that Catholic schools can remain viable and vital centers of high quality education integrated with Gospel values. Your school, too, can be strengthened as we emerge from this very long and difficult recession.

Having worked with more than 3,800 Catholic schools, almost all of which are still open and thriving, I can say with confidence that these programs offer the best content and value available anywhere in the United States for Catholic school administrators, pastors, faculty, Board members, and volunteers. All of us at Catholic School Management pledge to provide you with guidance and solutions which will benefit Catholic schools now and for years to come.

I invite you to review the brochure in its entirety and to take advantage of the “Early Bird Registration.” Please share this brochure with your colleagues, and plan to join us in July at Marywood Center in Orange, California. Perhaps you’ll also wish to bring family members and enjoy Disneyland, Knotts Berry Farm, the beaches, or other attractions the “OC” has to offer.

I personally look forward to the opportunity to work with you for the benefit of your Catholic school.

Sincerely,

Richard J. Burke, President

1 PROGRAM ONE

WELCOMING LATINO CHILDREN AND PROVIDING FOR THEIR SUCCESS

4 DAYS: JULY 25 - JULY 28 (Monday through Thursday)

Who Should Attend:

Elementary School Principals
Secondary School Principals
Assistant Principals/Deans
Preschool Directors
Teachers
Board Chairs and Members

Program Leaders:

Kim R. Pryzbyski, Ph.D.
Adeline Torres

The Latino population is the fastest growing population in the United States. Many dioceses are experiencing a change in demographics that includes increasing numbers of Latino children. This timely program addresses how the principal and faculty can invite students from different cultures into the Catholic school and serve them well.

Topics Include:

- ... Understanding culture
 - Parallel perspective of Catholic schools
 - Rituals
 - Differences between the Anglo and Latino cultures
 - Adapting the Catholic school to cultural differences
- ... Pedagogical methodology
 - Classroom organization
 - Instructional methods
- ... English versus Spanish
 - Preschool priorities
 - Best language practices
- ... Ideas for Student Recruitment and Retention
 - Networking/Neighborhood Leaders
 - Paperwork
 - Godparents
 - Involving parents
- ... Key Assumptions
 - Religion is “somewhat” or “very” important for personal decisions: 64% Anglo, 81% Latino
 - Religion is “extremely” or “very” important in daily life: 56% Anglo, 72% Latino
 - Religion is “very” important for identity: 40% Anglo, 57% Latino

Dr. Pryzbyski and Ms. Torres tracked successful practices that will lead to better representation of Hispanic students in our Diocesan schools. They emphasized how, among other things, professional growth of staff is vital to keeping Hispanic families involved through various avenues...all very practical ideas. Many thanks to the both of them!

– Andy Bedell



PROGRAM TWO

CATHOLIC ELEMENTARY SCHOOL DEVELOPMENT/ INSTITUTIONAL ADVANCEMENT

4 DAYS: JULY 25 - JULY 28 *(Monday through Thursday)*

Who Should Attend:

Presidents/Principals
Pastors
Development Directors
Development Committee Members
Board Members
Development Volunteers

Program Leader:

Frank A. Glowaty

A practical and comprehensive examination of the components of successful development programs

This program presents comprehensive coverage of the components of a successful development program for Catholic elementary schools.

During four intense days, participants will work with faculty members who are experts in the field and have an opportunity to share issues and concerns with their colleagues. Participants will address the sequential steps in successful development programs, including: establishing, preservicing and inservicing school boards; mission clarification; strategic planning; communication and marketing programs; annual giving; fundraising coordination; grantsmanship; and the use of planned giving programs to fund the school endowment.

Participants will gain valuable expertise and leave with the tools for successful Catholic School Development.

Topics Include:

- ... Foundations of Development
- ... Initiating a Successful Development Program
- ... Providing Evidence of Quality Catholic Education
- ... Mission Clarity
- ... Communication Programs/Relationship-Building
- ... Planning and Implementing the Successful Annual Appeal
- ... Major Gift Solicitation Training
- ... Fundraising Coordination
- ... Phonathons
- ... Evaluating the Development Program

This program enhanced my passion and increased my confidence tremendously.

- Liz Robbins



PROGRAM THREE

CATHOLIC SECONDARY SCHOOL DEVELOPMENT/ INSTITUTIONAL ADVANCEMENT

4 DAYS: JULY 25 - JULY 28 *(Monday through Thursday)*

Who Should Attend:

Administrators
Development Professionals
Board Members
Trustees
Annual Fund Volunteers
Diocesan Personnel

Program Leaders:

Edward J. Barrett
Richard E. Feitel
Robert S. Webb

This program is designed to assist Catholic secondary school administrators and development personnel – including presidents, board members, and advancement professionals – to enhance their development programs with emphasis placed on relationship-building. Participant profiles are used to customize the program to meet the needs of participants each year. Typically:

- Tools to audit the effectiveness of existing programs are presented and discussed;
- Annual fund enhancement strategies are examined in detail;
- Capital campaign readiness, planning, and post-campaign strategies are examined;
- Gift planning programs are addressed from a donor's perspective;
- Strategies to hire, manage, motivate, and challenge advancement staff are discussed and examined;
- Major gift solicitation training is emphasized as a means of moving the funding efforts from the mail room to the living room;
- Case studies are used extensively;
- Professional networking opportunities abound;
- Enhancing the Comprehensive Institutional Advancement Plan.

Topics Include:

- ... Preparing and Strengthening the Institutional Development Plan
- ... Marketing: Research, Roles, and Relationships Necessary to Improve Image and Attract Resources
- ... Building and Maintaining Relationships with Various Publics
- ... Public Relations and Communication Strategies
- ... Enhancing the Annual Fund
- ... Donor Prospect Identification, Cultivation, and Solicitation
- ... Direct Mail, Phonathon, and Web-based Fundraising
- ... Gift Planning Programs

*By far the best conference
of my professional career.*

– Richard Lindloff



EFFECTIVE STUDENT RECRUITMENT AND RETENTION FOR THE CATHOLIC ELEMENTARY SCHOOL

4 DAYS: JULY 25 - JULY 28 *(Monday through Thursday)*

PROGRAM FOUR

Who Should Attend:

Principals

Pastors

Recruitment/
Admissions Staff
and Volunteers

Development Directors

Board Members

Diocesan Personnel

Religious
Community Leaders

Program Leader:

Susan R. Hoffman

Enrollment management programs designed to enhance image and increase enrollment in Grades PreK-8!

Tailored to the specific needs of participants and their schools, this energizing program provides individuals with the knowledge and tools necessary for designing and managing a successful elementary school enrollment program. Marketing, communication, student recruitment, admissions, and retention strategies are covered in depth and presented in the context of critical research and best practices of successful schools. Participants will develop specific strategies to evaluate, forecast, and grow school enrollment.

Topics Include:

- ... Applying Marketing Principles to the Catholic School Model
- ... Marketing the Catholic Elementary School to Generation X Parents
- ... Developing Impressive Communication Materials
- ... Defining Roles and Responsibilities for Staff and Volunteers
- ... Involving Parents and Volunteers in the Recruitment Process
- ... Hosting Effective Open Houses and Recruitment Events
- ... Monitoring and Improving Student Retention
- ... Developing Grade-Specific Retention Strategies
- ... Utilizing the Internet for Marketing Impact and Results
- ... Designing a Comprehensive Enrollment Management Plan

The program I attended with Susan Hoffman was one of the best conferences that I have attended in 38 years as a Catholic educator.

— Mary E. Lang, Principal



5 PROGRAM FIVE

ENROLLMENT MANAGEMENT FOR THE CATHOLIC SECONDARY SCHOOL

4 DAYS: JULY 25 - JULY 28 *(Monday through Thursday)*

Who Should Attend:

Principals
Presidents
Recruitment Directors
Admissions Directors
Development Officers
Diocesan Personnel
Religious Community Leaders

Program Leaders:

Albert E. Catelli
Rachel L. Ellingson

25% of the Catholic schools in the United States have a waitlist. This program is designed to help your school have one too!

This program will provide in-depth coverage of student recruitment, admissions, and retention strategies. Participants will be able to design comprehensive enrollment management plans as well as strategies for their implementation within the context of the school's mission statement. Student recruitment and retention strategies are presented in the context of critical research and successful on-site consulting experience. Online technology as an enrollment management tool will be explored.

Topics Include:

- Applying Marketing Principles to the Catholic School Model
- Designing the Appropriate Student Recruitment/Admissions/Retention Plan
- Involving Students, Parents, Alums, and Other Volunteers in the Recruitment Process
- Using School Newsletters, Brochures, Videos, and Other Materials for Student Recruitment
- Developing Grade-Specific Retention Strategies
- Raising Faculty Awareness of their Role in Retaining Students
- Defining Roles and Responsibilities for Administrators, Board Members, Faculty, and Staff
- Developing Marketing Strategies Appropriate to Research in Catholic Schools
- Using the Internet as a Marketing Tool
- Using Database Management as a Tool for Mail Merging, Planning, and Reporting

Thank you so much for your time, energy, and very obvious commitment to Catholic education!

– Rita Cutarelli



PROGRAM SIX

MODELS OF LEADERSHIP FOR EFFECTIVE CATHOLIC SCHOOL ADMINISTRATORS

4 DAYS: JULY 25 - JULY 28 *(Monday through Thursday)*

Who Should Attend:

Presidents
Principals
Vice Principals
Administrative Teams
Diocesan Superintendents/
Vicars of Education
Religious
Community Leadership
Board Chairs and Members

Program Leaders:

Lois K. Draina, Ph.D.
Jennifer C. Kensel

This Certificate Program is designed for both new and experienced Catholic elementary and secondary school administrators, administrative teams, and diocesan administrators. The Program is designed to address the complex issues of Catholic school administration, and is also suitable for board members and members of sponsoring religious communities. Participants will examine critical roles, responsibilities, relationships, and practices designed to make their schools more effective. Participants will have the opportunity to design problem-solving strategies and leave with a renewed commitment to their current and future leadership roles in Catholic education.

Topics Include:

- ... Effective Models of Ownership, Governance, and Administration
- ... Roles and Responsibilities of the Catholic School Board
- ... Administrative Leadership and Succession Planning
- ... Mission Clarity and Effectiveness
- ... Visionary Leadership
- ... Strategic and Operational Planning
- ... Organizational and Cultural Dynamics
- ... Communication Strategies and Change Management

I am motivated and excited to implement the changes discussed in the program. The program leaders made me feel that they were personally invested not only in my development, but in helping me meet the personal challenges I face in my school.

— James Schlegel



PROGRAM SEVEN

BUDGETING AND FINANCIAL MANAGEMENT IN CATHOLIC SCHOOLS

4 DAYS: JULY 25 - JULY 28 *(Monday through Thursday)*

Who Should Attend:

Principals/Presidents
Business Managers
Bookkeepers
Finance Committee Members
Diocesan Personnel

Program Leaders:

Richard J. Burke
Jacqueline Abrahams

Ensuring Financial Viability Through Long-Range Financial Planning

Financial planning, bookkeeping, accounting, financial management, and financial reporting procedures will be addressed, along with effective budgeting and budget development processes.

This Certificate Program is designed to provide a thorough understanding of the Catholic school financial planning and management processes with an emphasis on cash flow management and budget control procedures. Opportunities are provided for participants to explore in detail financial issues of critical importance to their schools.

Topics Include:

- ... Effective Models for Long-Range Financial Planning
- ... The Relationships Between Financial Planning and Strategic Planning
- ... Development of a Budget Control System
- ... Development of a Calendarized Budget
- ... Development of a Cash Flow Monitoring System
- ... Definitions and Understanding of FASB Statements #116 and #117
- ... Effective Financial Reporting
- ... Financial Management and Reporting as Keys to Accountability and Transparency

I came away from the program feeling empowered and confident to bring about the needed change.

— Mary Ghisolfo



ISSUES AND STRATEGIES FOR CATHOLIC SCHOOL GUIDANCE COUNSELORS

4 DAYS: JULY 25 - JULY 28 *(Monday through Thursday)*

PROGRAM EIGHT

Who Should Attend:

Directors of Guidance
College Counselors
Academic Counselors
Principals
Diocesan Personnel
Student Advisory Directors

Program Leaders:

Shirley A. Arnold
Michael M. Denison

A Symposium for Secondary School Counselors

This is the only program of its kind bringing together counselors from Catholic secondary schools throughout the nation. This course will provide participants the opportunity to engage in discussion and strategize about a wide variety of current issues impacting counselors and their departments, schools, and student-centered services. Special attention is paid to the strong relationship between high quality guidance services and positive student recruitment and retention trends. Practical advice, invigorating discussion, and ample resources will be offered in several critical areas that include academic concerns, personal and social adolescent issues, administrative responsibilities, and college planning services. The program goal is to provide participants with tools that they can immediately employ to strengthen their respective counseling programs.

Topics Include:

- ... Comprehensive Guidance Curriculum
- ... School Profiles and Transcripts
- ... Effective Strategies for Dealing with Problematic Areas
- ... Technology in the Guidance Department
- ... Strategies in Assisting with Adolescent Developmental Issues
- ... Student Advisories
- ... Design and Implementation of a Program of College Planning Services
- ... Insights into Supervisory Responsibilities
- ... Understand the Need for Departments to be Mission-Driven
- ... Network with Fellow Counselors

I can't wait to be back to school and start working... I am happy to have created a new "network" of counselors to connect with.

- Lorin Gides



PROGRAM NINE

CATHOLIC SCHOOL ATHLETIC COACHING & PROGRAM ADMINISTRATION

4 DAYS: JULY 25 - JULY 28 (*Monday through Thursday*)

Who Should Attend:

Principals
Athletic Directors
Coaches
Deans of
Student Affairs

Program Leader:

Richard J. McGrath, OSA, Ph.D.

Coaches and athletic directors are people who have an essential and vital function in Catholic elementary and high schools. Their influence on student athletes and the overall school program is enormous. They can and do change lives. This program will examine the entire athletic program in Catholic elementary and high schools in the areas of athletic administration, coaching, student athletes, and ways of providing the best interaction with parents. It will discuss budgeting, finance, supervision, accountability, strategic planning, and the foundational beliefs that underlie Catholic education and Catholic athletic programs. It will provide a wide range of materials and resources to benefit the school administrator concerned about the athletic program, to the athletic director as he or she administers this vital program, and to coaches who are involved in promoting the Gospel values in Catholic athletic programs. This program will explore ways to train and cultivate the competencies of coaches, to enlighten parents and enlist their support, and to spread knowledge about the goals of athletic programs, which enrich the educational and personal experience of student athletes.

Topics Include:

- ... Designing a Comprehensive Plan for a Healthy and Effective Athletic Program
- ... Financial Procedures for Athletic Directors and Coaches
- ... Reflecting the Gospel Mission of the School Through the Athletic Program
- ... Values and Behaviors for Coaches Working in a Catholic Setting
- ... Legal Areas of Importance and Concern
- ... Gaining Cooperation from Student Athletes
- ... Spirituality in Athletics
- ... Effective Styles of Leadership
- ... NCAA Regulations and Policies
- ... Guiding Parents to Appropriate Attitudes and Behavior in Catholic Youth Sports
- ... Comprehensive Planning for Athletic Programs
- ... Building and Facilities Improvements and Renovation Plans
- ... Athletic Coaching Evaluation

It truly made me look deeper at my athletic program and recognize our strengths and weaknesses. I am leaving with a solid plan in place for improvements I never realized we needed.

— Jill Garlock, Saint Joseph Academy

10 PROGRAM TEN

CATHOLIC SCHOOL “TURNAROUND” STRATEGIES

5 DAYS: JULY 25 - JULY 29 *(Monday through Friday)*

DON'T
MISS THIS
SPECIAL
5-DAY
PROGRAM

Declining Enrollment? Financial Problems? Staff Turnover? Catholic School Management's unique approach and twenty specific strategies can enhance your school's viability and lead to:

- Increased enrollment;
- Financial viability;
- Committed staff and volunteers;
- Quality Catholic education for hundreds of students for many years to come.

What are the common characteristics that distinguish thriving and effective Catholic schools? Based on thirty-eight years of experience with more than 3,800 Catholic schools in the United States and Europe with all but ten client schools still open, Catholic School Management consultants will strategically identify and discuss 20 key areas critical to school success. Within each area, specific strategies for Catholic school viability will be highlighted. This program is designed to address considerations specific to both Catholic elementary and secondary schools.

Using materials from their own schools, participants will analyze each area related to their own school's viability in order to generate a "report card" that identifies priority areas to effect a school "turnaround." Participants will conclude this week-long program with distinct goals for each area, and a wealth of supporting materials to assist with the achievement of objectives and the effective implementation of action plans. Additionally, participants will have the opportunity to speak with current Catholic school administrators who have staged successful "turnarounds" at both the elementary and secondary levels.

It's the best conference I've ever attended. I am returning to the new school year with a wealth of information and with new hope to face the challenges of laying a new foundation for the growth and development of our high school.

– Sister Marisa



*(continued)****Who Should Attend:***

Presidents

Principals

Business Managers

Admissions Officers

Diocesan

Superintendents

Assistant Principals

Board Members

Pastors

Program Leader:

Maria J. Ribera

The comprehensive scope of this program provides the “big picture” understanding of school viability and vitality that is needed in order to implement effective change. Participants will be provided the opportunity to meet and work with various Catholic School Management consultants representing vast experience and expertise in the many areas to be discussed. Issues and areas to be addressed will include:

1. Philosophy
2. Mission
3. Vision
4. Charism/Sponsorship
5. Ownership
6. Governance
7. Strategic Planning
8. Administrative Structure
9. Administrative Span of Control
10. Administrative Effectiveness
11. Effective Academic Programming
12. Effective Integration of Technology with the Academic Program
13. Guidance and Counseling Programs
14. Student Advisories
15. Student Involvement in Campus Ministry, Community Service Learning, Clubs, Activities, and Athletics
16. Marketing for Image and Enrollment
17. Enrollment Management
18. Parent Groups, Booster Clubs, Alumni, and Alumni Parent Involvement
19. Financial Planning and Financial Management
20. Comprehensive Development/Institutional Advancement

ONE-DAY SEMINARS

FRIDAY,
JULY 29

8:30 a.m. through
2:00 p.m.

In addition to the four-day certificate programs, we are offering **three one-day seminars** that will help ensure the success of your Catholic school.

SEMINAR ONE 1 DAY FRIDAY, JULY 29

Who Should Attend:

Pastors
Principals
Parish and School
Development
Officers/Directors
Board Members
Development
Committee Members
Capital Campaign
Leaders and Volunteers

PREPARING FOR THE CAPITAL CAMPAIGN

This intensive one-day seminar will focus on:

Assessing readiness for the capital campaign

- Analysis of annual giving programs
- Analysis of database
- Analysis of staff requirements
- Staff needs and office equipment needs
- Prospect research
- The capital campaign feasibility study

Preparing for the capital campaign

- Creating a campaign infrastructure
- Evaluation of gift requirements
- Organization of volunteer leadership
- Planning for the sequential solicitation of strategic, leadership, and major gifts
- Preparing a capital campaign budget
- Preparing the capital campaign case statement

Conducting the capital campaign

- Designing and implementing the marketing phase
- Organizing volunteers and the campaign
- Face-to-face solicitation for major gifts
- Pledge billing and collection
- Utilizing the capital campaign to increase the donor base and to increase the level of giving among annual fund contributors

SEMINAR TWO

1 DAY
FRIDAY, JULY 29

Who Should Attend:

Parish and School
Development
Directors

Pastors

Principals

School Board Members

Development
Committee Members

Development Program
Volunteers

ENHANCING THE ANNUAL FUND AT THE ELEMENTARY SCHOOL LEVEL

As budgets tighten, parish subsidies decline, and tuition costs reach a ceiling, the Annual Fund Drive can be a major revenue stream. Frank A. Glowaty has run successful Annual Fund Drives for nearly two decades and will provide first-hand experiences on how to enhance and grow your school's appeal.

This intensive one-day seminar will focus on:

Utilizing, evaluating, and improving the effectiveness of direct mail

- Setting realistic goals
- Improved tracking of results
- Writing effective solicitation letters
- Database management

Identifying, cultivating, and soliciting prospects

- What makes a good prospect?
- Preparing for the personal solicitation
- Cultivating major donors
- When is a prospect ready for a "bump ask"?

SEMINAR THREE

1 DAY
FRIDAY, JULY 29

Who Should Attend:

Principals

Development Directors

Associate Development
Directors

School Board Members

Development
Committee Members

Development Program
Volunteers

Parents Interested in Assisting
with Grant Writing

SUCCESSFUL GRANT RESEARCH AND WRITING

An increasing number of private foundations and corporations are making grants available to religiously-affiliated institutions and grant research and writing are becoming increasingly important to Catholic school development programs.

This intensive one-day seminar will focus on:

- Identifying different types of foundations
- Providing an overview of which foundations might be inclined to fund projects for Catholic schools
- Defining the grant writing process
- Identifying which type of research is required
- Outlining the research process
- Identifying the key steps in the grant writing process
- Outlining the standard application process

LEARN
ALL ABOUT OUR
NEW LOCATION IN
ORANGE COUNTY,
CALIFORNIA!

GENERAL INFORMATION

Program Costs and Discounts

Costs for each program are indicated on the registration form. These include all program materials, the Sunday evening "welcome reception," Monday evening barbecue, and continental breakfast and lunch each day. Costs do not include accommodations or dinners. An "early bird discount" of \$100 will be given to those registering prior to May 15, 2011. To receive this discount, your registration deposit must be postmarked on or before May 15, 2011. Limited financial assistance is also available. Contact Catholic School Management at office@catholicschoolmgmt.com or at 203-421-5169 for information regarding group discounts. Registration for 2011 Certificate Programs closes on June 30, 2011. A deposit of \$100 must accompany the registration form.

Housing

All programs are held at Marywood Center, 2811 E. Villa Real Drive, Orange, California 92867. CSM is working with The Embassy Suites Anaheim-North to obtain a block of rooms at a reasonable rate for program participants. For more details regarding reservations at this hotel, contact CSM at 203-421-5169 or visit our website for an update. As July is a busy season in the area and the number of rooms may be limited, you are advised to make hotel reservations as early as possible. Dormitory accommodations are available at Marywood Center, including singles and doubles (some with individual bathrooms and some with common bathrooms and showers.) For more information, or to register for dormitory accommodations, contact Ms. Adrianna Lopez, Diocese of Orange – Office of Faith Formation, by email: alopez@rcbo.org or by phone at 714-282-3065.



Meals

Sunday evening "welcome reception," Monday evening barbecue, and continental breakfast and lunch each day are included in the registration cost. Dinners are not included, with the exception of the Monday evening barbecue. A list of restaurants in the local area will be provided.

Schedule

A welcome reception for all attendees is scheduled for Sunday evening from 7:00 p.m. – 8:00 p.m. at Marywood Center.

On Monday evening, a special Liturgy for all participants will be held at 5:00 p.m. Following the Liturgy, an outdoor barbecue will take place.

Daily Liturgy is celebrated at Marywood Center at 12:00 noon.

All programs begin on Monday, July 25, 2011 at 9:00 a.m. at Marywood Center, with registration beginning at 8:00 a.m. Continental breakfast is available each day beginning at 8:00 a.m. Daily Certificate Programs end at 4:30 p.m. Four-day programs conclude on Thursday after lunch and the five-day program concludes on Friday after lunch. Friday one-day seminars run from 8:30 a.m. to 2:00 p.m., with registration and continental breakfast available at 8:00 a.m.

Cancellation Policy

Deposits will be returned by CSM only if the Certificate Program is not held. In the event that a registered participant cancels, notification of cancellation must be received by June 30, 2011 in order to receive a refund less the deposit of \$100.

Catholic School Management reserves the right to cancel any program if fewer than ten registrations are received. Please do not make non-refundable airline reservations without confirming that the program will be held.



REGISTRATION FORM

Enroll Today to ensure your place in the Program and/or Seminar of your choice!

Name _____ Title _____

Institution _____

Level: Elementary Secondary K-12

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Diocese _____

Summer Mailing Address (if different from address above)

Address _____ City _____

State _____ Zip _____ E-mail _____ Phone _____

Please register me for the following Program:

4-Day Programs: JULY 25 - 28, 2011

- PROGRAM ONE Welcoming Latino Children And Providing For Their Success
- PROGRAM TWO Catholic Elementary School Development/Institutional Advancement
- PROGRAM THREE Catholic Secondary School Development/Institutional Advancement
- PROGRAM FOUR Effective Student Recruitment And Retention For The Catholic Elementary School
- PROGRAM FIVE Enrollment Management For The Catholic Secondary School
- PROGRAM SIX Models Of Leadership For Effective Catholic School Administrators
- PROGRAM SEVEN Budgeting And Financial Management In Catholic Schools
- PROGRAM EIGHT Issues And Strategies For Catholic School Guidance Counselors
- PROGRAM NINE Catholic School Athletic Coaching & Program Administration

5-Day Program: JULY 25 - 29, 2011

- PROGRAM TEN* Catholic School "Turnaround" Strategies

Daily Breakfast & Lunch Included

Early Bird Registration

\$795

Expires May 15, 2011

Regular Registration

\$895

May 15 - June 15, 2011

Late Registration

\$995

After June 15, 2011

**Registrants for Program Ten, please add \$100 to the applicable registration fee above*

Please register me for the following Seminar:

1-Day Seminars: JULY 29, 2011

- SEMINAR ONE Preparing For The Capital Campaign
- SEMINAR TWO Enhancing The Elementary School Annual Fund
- SEMINAR THREE Successful Grant Research And Writing

A deposit of \$100 must accompany this registration form. Make all checks payable to CSM.

Mail this completed registration form and your deposit to:

Certificate Programs Catholic School Management P.O. Box 4071, Madison, CT 06443-4071

Early Bird Registration

\$195 *Expires May 15, 2011*

Regular Registration

\$255 *May 15 - June 15, 2011*

Late Registration

\$295 *After June 15, 2011*



Please feel free to copy this form to register additional individuals. If you would like additional information, please contact Catholic School Management at (203) 421-5169. Fax: (203) 421-5172 E-mail: office@catholicchoolmgmt.com



Catholic School Management, Inc.

P.O. Box 4071 • Madison, Connecticut 06443

Pre Sort Std.
U.S. Postage

PAID

Madison, CT 06443
Permit No. 187

2011

SUMMER
CERTIFICATE
PROGRAMS
& SEMINARS

Route To:	
President	
Principal	
Development Dept.	
Business Office	
Admissions Office	
Guidance Department	
Athletic Director	
Technology Coordinator	



Enroll Now
for Early Bird
Discounts!
(See Inside!)

MARYWOOD CENTER
ORANGE, CALIFORNIA