



THE DIOCESE OF PHOENIX  
CATHOLIC SCHOOLS

Faith in Education

**Communications and Promotions Booklet**

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## Introduction and Overview

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We live in an age where communication has become a complex endeavor. Throughout history, the Church has been the first to use the tools available at the time to communicate as far and as wide as possible. Today, we have come a long way from the first printing press to encompass technologies that were unheard of as little as 20 years ago.

In order to spread the good news, we are called as members of the Universal Catholic Church to use any and all means available to communicate the message of Christ's lasting salvation. To not use the tools and technologies at our disposal to tell Christ's message to awaken the power of faith is a disservice to all.

In *Aetatis Novae* (Pastoral Instruction on Social Communication, 1992), practical steps are outlined for dioceses in this process. They are: 1) to equip Church leaders to understand, interpret and speak the "new language" of the news media culture; 2) to equip all Church ministries with media literacy skills; 3) to comprehend and respond to the social justice significance of the new media age and its impact on the development of peoples and cultures; 4) to equip Church leaders and ministers with skills to use the mass media and new technologies; and 5) to design an integrated pastoral communications plan central to the ministries of the Church.

This communications booklet is an attempt to provide you with the tools and techniques to tell the good news and to be proactive messengers of faith, using all the modern communication tools available to us today and those not yet developed for the future. Its purpose is to give schools time-tested practical advice in the areas of print, media, publicity, advertising, television, radio and public relations.

There is only so much "shelf space of the mind," so to get our message heard, we have to cut through the daily messages of materialism that bombard us. We have to do it in a consistent, believable, professional way.

Assistance is available from the Office of Public Relations Information. Please give us a call (602-354-2121) if we can help with a specific issue.

# Tips For Writing Releases, Advisories, Tip Sheets

- Prototype template for use on letterhead:

## FOR IMMEDIATE RELEASE

*(These words should appear in the upper left-hand margin, just under your letterhead – capitalize every letter)*

## CONTACT INFORMATION

**NAME:** *(name of person who is authorized to speak for organization and has the most information readily available)*

**TITLE:**

**OFFICE TELEPHONE:**

**CELL PHONE:**

**FAX PHONE:**

**E-MAIL:**

## HEADLINE

**DATELINE:** *(City press release is issued from and date you are sending)*

- Write in an inverted pyramid style, leading with the most important information. The first paragraph should summarize the basic information: who, what, when and where. Editors cut from the bottom-up; therefore, leave less important details for the end. In general, your release should answer six questions:
  - Who is the subject?
  - Who is the story about?
  - When it is scheduled to take place?
  - Where it is happening?
  - Why is it occurring?
  - How is it being accomplished?
- Keep sentences and paragraphs short – use action verbs.
- Clarify all names, initials, titles, relationships among people, etc. Include addresses for all buildings or locations mentioned in your release, plus meeting room or room number if applicable.

- Keep advisories and tip sheets to one page; press releases to two pages. Fact sheets and biographies or background material for complicated issues can be attached.
- Consider ending a news release with a “boilerplate” paragraph about your school that encourages the reader to access more information about your institution through your web site, and then, of course, give the web address(see sample in Appendix).
- As for the format, news releases are written on white standard-sized 8½” x 11” paper. The text, or “copy,” should be typed, double-spaced (advisories and tip sheets may be single-spaced), beginning about one-third of the way down the first page. This leaves room for an editor to write in a headline and make other notations or changes as needed.
- **Always have someone proofread your work!**
- Send your news release to media several days in advance of the event or program you want covered. Most organizations e-mail news releases. Faxing is okay, too. If what you are sending can be used in a newspaper calendar of events, send it at least six to eight weeks ahead of the event.

## Practical Applications: Producing Effective Brochures

A brochure is a great way to summarize and publicize what your school is about. A brochure can be either an elaborate piece or a simple pamphlet. A basic brochure lets people know who you are, what you have to offer and how to find out more information.

Your brochures can attract, assist with stewardship efforts, or recruit attendees to a service or program. They can also join the unread stacks of “circular file” material. Your challenge is to get people to open and read your brochure. With the current information overload, readers often toss many brochures without a second glance.

The key to good brochure writing is to know what you want to achieve and to write with the reader’s needs in mind. Always describe the benefit to the reader rather than merely listing the features of a particular program or service.

Effective brochures draw together four factors: form, design, content and language. It pays to practice the Golden Principle in communications: **treat people as they want to be treated**, in their own language, in their visual media, connecting with their feelings, needs and lifestyles.

- Think of your brochure as a service. Ask what results you want to achieve.
- Place high value on economy in writing. You are trying to convey as much meaning as possible in the space you have.
- Determine the life of your brochure. Will it be an “evergreen” piece (meaning brochure contents, graphics, print and size will stay the same)? Evergreen pieces are usually cost effective.
- Charts, graphs and lists are preferred over long paragraphs.
- Focus on the reader.

- Include information on:

Catholic Identity or Mission Statement  
Enrollment/Class Size  
Admission Criteria  
Parish Involvement  
Community Involvement  
Faculty and Staff outstanding achievements  
Student outstanding achievements  
History of School  
High Schools/Colleges students attend after graduation

- Tuition information may be included as a separate insert to be revised on an annual basis. This insert could also contain tuition assistance information and information on CTODP, CCF Scholarships and other opportunities for tuition assistance

If you are writing a brochure, think about how the reader will use it. Will it be read at home, at the office, a school, agency or parish office, or at a special event (or combination thereof)? Will it be mailed, hand-delivered or displayed on a rack? Also, take a look at successful brochures from other parishes and schools. Notice what appeals to you. You can borrow many design elements while personalizing your publication with your own distinctive colors, logos, photos and stories.

Today's computers with desktop publishing features have many time- and money-saving typesetting and design options available to them. However, many printers and copy shops can provide reasonable assistance. If you are attempting to design a "family" of brochures that will be used more than once, you may wish to use a designer who can create one "boilerplate" design that can be used many times.

## Practical Applications: Producing Effective Newsletters

Newsletters give specialized information to parents, students, or staff on a regular basis. Good newsletters are popular because they are a fast read, portable and give readers specific, pertinent information. In addition, they may have more credibility with your audience than the commercial or syndicated media because they are prepared by you.

The purpose of your newsletter is to provide news in a letter format, so write in a personal, informative style as though you were talking to your readers. You can initiate your own publicity and make a newsletter your school voice.

Look at your newsletter through your reader's eyes and listen to what teachers, students, staff, or outside audiences say they want to hear. You may want to consider what they contribute in writing for print. Ask yourself what your newsletter says to your readers. Is it informative? Does it generate feelings of friendliness and warmth? Is it forward-looking?

The most successful newsletters blend the interests of readers and producers. Both perceive the publication as a good service. You should be able to define your readership in one sentence and the results expected from your newsletter in specific, measurable benefits.

Most newsletters have four pages (one 11" x 17" folded sheet) or eight pages (two 11" x 17" folded sheets). These lengths and sizes are most common because printers can produce them quickly at low cost. **Most readers finish with a newsletter in four or five minutes.** If your newsletter is longer than eight pages, it could be too long to hold reader attention. As a general rule, a shorter newsletter sent more frequently works better than a longer publication sent less often. Publish your newsletter often enough to report information while it's still news. Four times a year is considered minimum. Readers should receive copies at least a week before the first date on a calendar of coming events.

### NEWSLETTER CONTENT

Newsletters written for teachers, staff, or staff are for "internal relations." They give information about people, places, ideas and upcoming events.



Your goals may include honoring outstanding performances, announcing new programs, describing upcoming events, building morale, calling to action or soliciting support for a project. Beware of using your newsletter to lecture -- it will cause a quick trip to the wastebasket. A conversational tone with everyday spirituality, some humor and human-interest stories make a winning combination. At least 50% of the newsletter should report on the good things going on in your school.

Also remember to make sure your newsletter is forward-looking. People are interested in what is going to happen as well as in past events.

Here are some of the elements of successful newsletters:

- **Writing Style:** Newsletter writing is simple and conversational. Keep the text personal; don't be afraid to use "we". Include only information that relates to the article, and use language the reader understands. When using acronyms, explain them once at the beginning of the article – Office of Catholic Schools (OCS). After this first reference, you can use the acronym in the text, but do not begin a sentence with an acronym.
- **Interviews:** These appeal to readers because they make information personal and put them in touch with others. A question-and-answer format can add variety to this approach.
- **Leader's Column:** A leadership column from the principal or director establishes the leader's role in your organization. Leaders should address issues crucial to the mission of the organization and should be encouraged to be as personal as possible. Leader columns should not be placed on the front page of a newsletter.
- **Testimonials:** When written by teachers, students, or staff members, they give newsletters a personal touch and allow topical issues to be addressed, creating more interest.
- **Profiles of individuals or departments** create interest and are popular.
- **"Canned" Copy:** Specialized articles from national publications can be used if not too long. However, beware of overuse and make sure you

give full credit to the source. You must have the owner's permission for copyrighted material.

- **Guest Writers:** Articles contributed by guest writers are always helpful. They can provide a fresh perspective and a new voice. Be sure to mention the author's credentials at the end of the article. Don't be hesitant to ask individuals in your school or closely aligned to your school to submit an article. Normally, they will be flattered and happy to help.
- **Story Content:** News stories might include announcements for meetings, programs and special events. Tell your readers the purpose and explain who will be involved. In the next issue, follow up with an article reporting on the event, including quotes from participants. Quotes are very effective and add credibility. Be sure to get permission before quoting someone.
- **Letters to editor:** Letters from teachers, students and staff (announcements, policy changes) also add to reader interest.
- **Photographs** are very effective. People enjoy looking at pictures of other people. Be sure to indicate who is in the photos. People love to see names. Photos should stand alone and not need long captions.
- **Statistics and Finance:** When presenting statistical or financial information, use charts and graphs to aid in comprehension. These design features are among the first things readers look at in a newsletter.
- **Content:** Remember to indicate comparisons when writing about money. It provides perspective.
- **Boxes and bullets:** Use boxes to isolate information such as addresses, phone numbers or credits. Use boxes for sidebars, which are self-contained articles that relate to longer, feature articles. Use asterisks, bullets and numbers to organize ideas in a list.

One approach to writing your newsletter is to structure each issue around a central theme, with several supporting articles written from a different perspective. Another approach is to begin your newsletter with the same

kind of article each issue. A feature, news story or an interview works well on the front page.

## NEWSLETTER DESIGN

To increase readership of your newsletter, pay attention to the design and to the way articles are structured. The basic design elements for newsletters are the nameplate, headlines, articles, graphics and teasers.

- **Nameplate:** Establish a nameplate that includes your logo if you have one. Devote time to designing an effective and professional-looking nameplate, because this element provides immediate visual identification of your publication. It also should somehow communicate the newsletter's purpose.
- **Article Positioning:** Put the most important articles closest to the beginning of the newsletter. In a newsletter that contains more than four pages, the most desirable pages in order of preference are: front, back, inside front and inside back. Put your most important points in the first paragraph of the article and the first two lines of each paragraph.
- **Headlines:** Put the benefits into headlines. People often scan headlines and you have only five seconds to hook the reader. Your headlines must attract attention. In addition, headlines should be placed at the top of the page.
- **Headline Writing Tips:** It is best to use caps and lower case letters rather than all caps. Headlines with a beginning capital for each word signal people to read each word separately, not the whole line as one message.

### General Headline Tips

- Headlines run best above text.
- Centered heads appear formal.
- Headlines work best in newsletters as complete sentences.

- Major headlines need bold type.
- Make sure the headline introduces the story and attracts readers to read further.
- **Newsletter format:** If your newsletter features long articles, choose a multi-column format with narrow columns and smaller type. Vertical lines between columns can help the appearance.
- **Teasers and Pull Quotes:** These design features invite readers inside your newsletter. They include a table of contents on the front page. (Draw attention to this by putting it in a small, shaded box.) “Pull-quotes,” which are quotes that are pulled out of an article and used as a design element, also add interest.
- **Layout Comprehension:** A study was done by *Catalogue Age* to measure the effects of layout, design and photography on the reader. The study found that more than half of the subjects read the catalogues from front to back, and that as pages were turned from left to right, the eyes first fall on the upper right-hand quadrant of the right-hand page.

Unless the design directs eyes in another direction, most readers move in a horizontal U pattern from the upper right, slightly across the “gutter” and off the spread at the lower right. Therefore, items positioned at the outer half of the left-handed pages are often overlooked, unless you include a bold, large headline (preferably in caps and lower case rather than all caps) or a strong visual element with a headline next to it.

Other findings:

- Illustrations with people in them will get attention before shots of building, books, etc.
- Readers will look at a potential illustration before they notice a full-length illustration.
- Eyes will go first to large illustrations and more time is spent looking at larger illustrations rather than small ones.

- Outline illustrations will attract the eye before square black and white photos.
- Warm colors will draw the eye before cool and neutral colors.
- Copy set off by borders is read before unbordered copy.
- The eye will jump from picture to picture and observe only medium to large headlines. Small headlines are usually unobserved.

Remember –

- People like to see pictures of other people, so use lots of photos. (But always remember to get permission, especially for photos of children. Have photo releases that can be signed by persons being photographed or by their guardians.)
- People always read the captions under pictures before they read body copy.
- Never use anything smaller than 10-point type for body copy. The typeface should be simple and easy to read.
- All newsletters should be dated. Specify month or season and years.
- Newsletters should also be placed on your web site in electronic form that can be downloaded and printed. This enables those visiting your web site to read the latest information about your school in an interesting, reader-friendly format. Check with your web master and/or computer expert on how this can be accomplished.
- Finally, remember to evaluate your newsletter from time to time. A quick, easy-to-fill-out survey form distributed with your newsletter will help you continue to improve this important communication tool.

## **School Website Tips**

A Schools web site is a vital communication tool in today's information society.

It should prominently display the philosophy and mission statement of the school.

It also must have current and accurate information on events and programs.

It is an effective tool for recruitment, marketing and development.

Consider the following in design and revision of your web site:

- Information must be current and accurate
- The name, address , email address, office hours and phone number should be prominent on the home page as well as a map with directions to the school
- The name and direct contact information for the principal and development director should be included
- Include “Did You Know” facts about the school and school history to create interest.
- Include photos with captions. Photos always tell a great story and create recognition of the school/parish and school achievements.
- Information about class size, criteria for admission, tuition and registration dates should be listed
- The web page can be a development tool. Provide an opportunity through a secure site or easy to follow directions on how to make a donation or volunteer opportunities
- The web page should be easily accessible and easy to navigate. Links that the viewer can “click” instead of pull down menus is more user friendly

- The web page reaches many different audiences such as students, current parents and prospective parents and donors. Featured articles and events should reflect areas that provide a wide range of interest
- The web page may also be used as a tool for homework, Teacher links, lunchtimes/menus, and coming events
- Have web page reviewed by professional web designer when possible
- Have, at a minimum, one dedicated person to oversee the maintenance of the website. If possible, have one person as a manager of the site along with contributing editors. The editors should be teachers, staff, students and even parents.
- Have links to important, relevant sites. Example links would include the Diocese of Phoenix, CTODP, Vatican, USCCB and the parish. Other links may be to organizations associated with your school and parish such as Knights of Columbus, Girl/Boy scouts, St Vincent de Paul etc.
- Any information that goes home with the students should be posted on the web site. This would include items like newsletters, permission slips and forms. This is a valuable feature to have on line and is a time saver for both parents and office staff.



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## Communications and Promotions Booklet

### Appendix



# Diocese of Phoenix Catholic Schools Office 2007-2008 Statistics

## Preschool

24	Preschool Programs
7	Stand alone Preschools, 17 with Elementary
1034	Total Students (ages 2 years – Pre-Kindergarten) - decrease of 62

## Preschool Ethnic Statistics (without Kindergarten)

1%	Native American	91%	Catholic
5%	Asian	9%	Non-Catholic
1%	Black		
27%	Hispanic		
1%	Native Hawaiian/Pacific Islander		
60%	White		
5%	Multi-racial		

## Preschool Staff

(Totals include Preschool Directors, Teachers & Assistants)

75	Full-Time
19	Part-Time
94	Total

## Elementary (K-8)

29	Elementary Schools
9142	Students - decrease of 146

## Elementary Ethnic Statistics

3%	Native American	95%	Catholic
3%	Asian	5%	Non-Catholic
1%	Black		
28%	Hispanic		
1%	Native Hawaiian /Pacific Islander		
58%	White		
5%	Multi-racial		
1%	Unknown		

### Elementary Staff

(Totals include Principals, Teachers & Assistants)

504 Full-Time  
87 Part-time  
591 Total

### Tuition Range (Elementary)

\$3000 - \$4850  
Average \$3788

### Secondary (9-12)

- 6 Secondary Schools (5 diocesan/1 private)  
5119 Students (Brophy 1270) - increase of 64 student
- Of the number of students who enter Catholic high schools as freshmen, 99 percent graduate
  - Of the number of students who graduate, 98 percent go on to further education in colleges and universities, community colleges, technical schools, or the military.

### Secondary Ethnic Statistics

1%	Native American	76%	Catholic
4%	Asian	24%	Non-Catholic
3%	Black		
21%	Hispanic		
*	Native Hawaiian /Pacific Islander		
66%	White		
5%	Multi-racial		
*	Unknown		

\*Less than 1%

### Secondary Staff

(Totals include Principals & Teachers)

362 Full-Time  
28 Part-Time  
392 Total

### Tuition Range: (Secondary)

\$6700 - \$9800  
Average \$8019  
(Brophy \$11,150)

### Total Students Preschool – Grade 12

1034 Preschool  
9142 Elementary

**15,439** (decrease of 144 students)

5119	Secondary
15295	Total

**Total Staff Preschool – Grade 12: 1077**

94	Preschool	943	Full Time
591	Elementary	134	Part Time
392	Secondary	47	Religious
1077	Total	14	Clergy

25	Schools receive Title I services serving 531 Students
15	Schools have Federal Nutrition Programs
1152	Students receiving free or reduced breakfast
1266	Students receiving free or reduced lunch
15	Schools applied for E-rate, 13 received E-rate discounts
35	Schools provide students with Internet access
22	Schools have Extended Day

# The Good News of Catholic Education

## Talking Points to Share

The following is a listing of general facts about Catholic Education nationwide and on a Diocesan level for the 2007-08 school year.. Including this information in a “Fact Sheet” about your school will present a broader vision and highlight the Catholic community in the Diocese of Phoenix and around the nation.

### Diocesan View

#### Enrollment:

15,295 students enrolled in Catholic Schools in Diocese of Phoenix  
 Pre-School: 1034; Elementary:9,142; Secondary:5,119  
 Non-Catholic Enrollment Preschool & Elementary: 3%  
 Non-Catholic Enrollment Secondary: 23%

#### Schools:

Newest School opened in 2003 – St. Thomas Aquinas

First Diocesan School opened in 1895 – St. Mary’s, Flagstaff,  
 1900 – St. Mary’s High School, Phoenix

All schools accredited by the North Central and Western Catholic Accreditation Associations

#### 34 Schools

Preschool Programs: 24  
 Elementary Schools: 29  
 Secondary Schools: 5 Diocesan, 1 Jesuit

#### Professional Staff:

Professional Staff: 1,077  
 Average StudentTeacher Ratio 25:1  
 2004-05 National Catholic Education Association Awards  
 MaryBeth Mueller, Superintendent - O’Neil D’Amour Award  
 Bourgade Catholic High School – Outstanding Board  
 St. Thomas Aquinas Elementary School - Innovations in Education Award

#### Student Ethnicity:

##### Preschool & Elementary 3% Native American

3% Asian  
 1% Black  
 26.2% Hispanic  
 1% Pacific Islander  
 61.4% White  
 4.4 % Multi-racial

##### Secondary

##### 1% Native American

4% Asian  
 3% Black  
 21% Hispanic  
 \* Native Hawaiian/Pacific Islander  
 66% White  
 5% Multi-racial  
 \* Unknown  
 \* Less than 1%

## Nationwide View

### Enrollment:

- Total Catholic school student enrollment for the current academic year is 2,484,252,
- 1,842,918 elementary/middle school; 641,334 secondary school
- Minority student enrollment is 656,991 which is 26.5% of the total enrollment.
- Non-Catholic enrollment is 334,445 which is 13.5% of the total enrollment.

### Schools:

- There are 7,955 Catholic schools: 6,727 elementary; 1,228 secondary.
- 34 new schools opened; 123 consolidated or closed.
- 2,801 schools have a waiting list for admission.

Coeducational schools comprise 99.0% of elementary and 65.7% of secondary schools. At the secondary level, 14.0% of single gender schools are male and 20.3% are female.

### Average Tuition and Per Pupil Costs

<b>Elementary</b>	Mean parish school tuition: \$2,178	Per pupil cost: \$3,505
<b>Secondary</b>	Mean freshman tuition: \$4,289.	Per pupil cost: \$5,571

Based on the average public school per pupil cost of \$7,284. Catholic schools provide an almost 18.6 billion dollars a year savings for the nation.

### Professional Staff:

- Full-time equivalent professional staff numbered 162,337: 94.9%: Laity (Lay women: 74.8% Lay men: 20.1%)
- 5.1%: Religious/Clergy (Sisters: 3.9%; Brothers: 0.7%; Clergy: 0.6%)
- The student/teacher ratio is 15:1.

### Student Ethnicity

The percentage of minorities in Catholic schools has more than doubled in the past 30 years. In 1970, minorities accounted for 10.8% of the Catholic school population, in 1980 it had increased to 19.4% and in 2004 it is at 26.8 %. Minority enrollment patterns are: Hispanic, 11.4 %; African American, 7.8%; Asian American, 3.8%; Multiracial, 2.4%.

# **SAMPLE ADVISORY**

## **DIOCESE OF PHOENIX CATHOLIC SCHOOLS TO CELEBRATE CATHOLIC SCHOOLS WEEK WITH RALLY AND MASS**

PHOENIX (January 30, 2007) A Catholic Schools Week Capitol Rally will be held at 11:30 a.m. on Wednesday, January 31, at the State Capitol to demonstrate the important contributions that the Catholic schools of Arizona make to society and voice continued support for the tuition tax credit that has enabled many families to afford a Catholic education. The keynote speakers will be the Most Rev. Thomas Olmsted, Bishop of Phoenix, and the Most Rev. Gerald Kicanas, Bishop of Tucson.

Earlier that day, students from diocesan schools will gather for a special 10 a.m. Mass at Ss. Simon and Jude Cathedral to mark National Appreciation Day for Catholic Schools. At the Mass, students will present the Elizabeth Ann Seton Award honoring an outstanding leader in Catholic education. They will also honor Sr. Eileen Gallen, BVM, for 25 years of service at Xavier College Preparatory High School, Phoenix, and for 50 years in the Diocese.

These will be two of many events held for the pre-schools, elementary schools and high schools of the Diocese of Phoenix as they celebrate Catholic Schools Week, which this year is taking place January 28 to February 3. Sponsored by the National Catholic Education Association and the United States Catholic Conference of Bishops, the theme of Catholic Schools Week is “Catholic Schools: the Good News In Education.” Conducted annually since 1974, Catholic Schools Week includes national, diocesan and school-wide activities designed to promote the value of a Catholic education.

More information on what diocesan schools are doing during Catholic Schools Week and additional information on the programs and services of the Diocese of Phoenix can be accessed through the Diocesan web site at [www.diocesephoenix.org](http://www.diocesephoenix.org).

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## **SAMPLE NEWS RELEASE**

### **DIOCESE OF PHOENIX CATHOLIC SCHOOLS TO CELEBRATE CATHOLIC SCHOOLS WEEK**

PHOENIX (January 24, 2007) The pre-schools, elementary schools and high schools of the Diocese of Phoenix will participate in a variety of events to celebrate Catholic Schools Week, which this year is scheduled to take place January 28 to February 3.

Sponsored by the National Catholic Education Association and the United States Catholic Conference of Bishops, the theme of Catholic Schools Week is “Catholic Schools: the Good News In Education.” Conducted annually since 1974, Catholic Schools Week includes national, diocesan and school-wide activities designed to promote the value of a Catholic education.

“Catholic schools not only provide an excellent educational environment that enables students to excel in life, they also are a great asset to the local parishes and communities they serve,” notes MaryBeth Mueller, superintendent for the Catholic Schools of the Diocese of Phoenix. “It’s a week that we mark every year to reflect on our excellence and the many positive contributions our students and staff make to our society at large.”

One of the highlights of the week will be the Catholic Schools Week Capitol Rally that is expected to begin at 11:30 a.m. on Wednesday, January 31, at the State Capitol. The Rally demonstrates the important contributions that the Catholic schools of Arizona make to society and is a way to voice continued support for the tuition tax credit that has enabled many families to afford a Catholic education. The keynote speakers will be the Most Rev. Thomas Olmsted, Bishop of Phoenix, and the Most Rev. Gerald Kicanas, Bishop of Tucson.

more...

## **CELEBRATING CATHOLIC SCHOOL WEEK—2**

Earlier that day, students from diocesan schools will gather for a special 10 a.m. Mass at Ss. Simon and Jude Cathedral to mark National Appreciation Day for Catholic Schools. At the Mass, students will present the Elizabeth Ann Seton Award honoring an outstanding leader in Catholic education. They will also honor Sr. Eileen Gallen, BVM, for 25 years of service at Xavier College Preparatory High School, Phoenix, and for 50 years in the Diocese.

Diocesan principals and pastors will gather at 9:30 a.m. on Monday, January 29, at the Diocesan Pastoral Center, 400 E. Monroe St., Phoenix, to hear Fr. Ronald Nuzzi of the University of Notre Dame offer a presentation on “Catholic Schools: Yesterday, Today and Tomorrow.” In addition, the top speller from each of the diocese’s 26 elementary schools will face off at 6:30 p.m. on Tuesday, January 30, at St. Francis Xavier School, 4715 N. Central, Phoenix, with the winner advancing to the state’s regional competition.

Throughout the week, diocesan Catholic schools will conduct volunteer efforts and events to that demonstrate the value of a Catholic education. Supt. Mueller said schools typically celebrate the week by selecting one day to honor volunteers, students, teachers and parents.

More information on what diocesan schools are doing during Catholic Schools Week and additional information on the programs and services of the Diocese of Phoenix can be accessed through the Diocesan web site at [www.diocesephoenix.org](http://www.diocesephoenix.org).

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