

## Seminar Topics

Catholic School Management provides workshops, seminars, conferences, webinars and keynote presentations to enable Catholic elementary and secondary schools to inspire, train and develop staff, leadership and volunteers. Based on a client's objective and audience, we create tailored materials and deliver a dynamic, engaging and entertaining program.

### Fundraising/Development

- Annual Fund – Moving It to the Next Level
- Annual Fund – The Path to Growing and Predictable Revenues
- Ask, You Shall Receive – Personal Solicitation Training for Staff and Volunteers
- Before the Capital Campaign – Planning and Readiness
- Capital Campaign Success – From Feasibility Study to Victory Celebration
- Development by Committee – Matching Gifts and Talents
- Development Essentials and Planning
- Dialing for Dollars – Phonathons vs. Telemarketing
- Endowment – Set Up, Marketing, Solicitation, Donor Recognition
- Face-to-Face Solicitation Training for Major Gifts
- Finding Donors When Your Base Isn't Obvious
- Giving in the Here and the Hereafter – Planned Giving Programs
- Grantsmanship – When, How and How Not to Prepare and Pursue Proposals
- Major Gifts – Fishing with a Long Line
- Money in the Mailbox – Direct Mail Strategies
- More Money, More Kids – Fundraising and Student Recruitment
- Moving Donors through the Pyramid – Major Gifts and Donor Cultivation
- Planned Giving/Bequest Societies
- Speed Fundraising – Small Group Solicitation
- Turn Your Board into Fundraising Stars

### Marketing/Enrollment

- Affirmation, Attraction, A+ Results – Retention and Acquisition
- Analyzing Social Media Trends
- Building a Digital Presence
- Building Within, Reaching Beyond – The Power of Partnerships
- Caring, Communication and Customer Service – Building Relationships for Life
- Conducting a Social Media Audit
- Conquering Communication
- Creating a Social Media Ambassador Program
- Effective Social Media Marketing
- Marketing the Catholic School for Image and Enrollment
- More Kids, More Kids, More Kids – Time-Tested Student Recruitment and Marketing Strategies
- Strategic Planning for Student Recruitment and Marketing
- The Essential Continuum – From Student Recruitment to Alumni Relations
- The Power of Partnerships – Enhancing the Teacher-Parent Dynamic
- Using Data to Market Your Catholic School
- What Do You Say? Clear, Compelling and Consistent Communications

### Institutional Enhancement

- Alumni: Research, Communication, Engagement, Support
- Beyond Fundraising – Stewardship, Discipleship and Evangelization
- Board, Staff and Volunteer Development – Expectations, Orientation, Training, Appreciation
- Characteristics of a Strong Board
- Mission Clarification: Key to School Success
- Preparing Foundational Documents for the Catholic School
- Preparing the Long-Range Strategic Plan for a Catholic School
- President/Principal Model of School Administration
- Providing for Effective Boards and Councils in Catholic Schools
- The Mature Development Program
- Too Many Great Volunteers... Said No One EVER
- What Next? Audit, Assessment, Benchmarks, Goal Setting

### Instructional Leadership and Educational Technology

- 10 Technology Trends that Will Change Education (and the World)
- But Is It Good? Supporting and Evaluating Technology in Teaching
- Digital Media and the New Evangelization: Choking the Weeds with Wheat
- Enhancing the Delivery of Guidance Services in the Catholic Secondary School
- Failure is My Superpower: Learning, Growing, and Communicating through Mistakes, Misdirections, and Dead Ends on the Digital Highway
- Finding the Time: How to Integrate Classroom Technology Skills and Still Have a Life
- "Here There Be Dragons," Sailing Off the Map into a New World of Education
- School Safety Planning
- It's a 1:1 World, so How Do I Live (and Teach) in It?
- Square Pegs into Round Goals: College, Career and World Readiness for Students (and Educators)
- The Life and Times of the Catholic School Administrator
- The Good, the Bad, and the Data: Effectively Using Data to Increase Student Learning
- Time in a Bottle: Using Classroom Technology to Save Time and Save Your Sanity
- To Tech as Jesus Did: Gospel Values for Technology Planning and Instruction

### Seminar Series

Our popular Seminar Series feature custom programs of four to six seminars over the course of a school year. This structure allows participants to not only learn these best practices but also put them into action.

- Developing a Marketing Message and Creating an Enrollment Management Plan
- Advancement Basics – Contemporary Best Practices in Enrollment and Development Programs
- Annual Fund Workshop Series – Direct Mail, Telemarketing, Personal Solicitation, Small Group Solicitation



A division of Christian Brothers Services



# Catholic School Management Seminar Series for Catholic School Vitality

Each series provides a customized response to particular school needs and readiness, skillfully presented and reflective of CSM's more than 40 years working in over 100 dioceses and with thousands of Catholic schools.

Professional development for Catholic school leaders, staff, and volunteers can be a catalyst for positive change, but all too often these sessions are isolated events that may be interesting at the moment yet don't provide the depth or follow up that is truly needed. CSM's skilled and knowledgeable presenters sequence and deliver information at regular intervals throughout the school year to build understanding, engagement, confidence, and accountability. Each session allows for introduction of new content, discussion, small group work, and future planning time. After attending a seminar, participants are prepared with items for immediate implementation as well as 'homework' for continued adaptation and growth.

Seminar series are designed to provide engaging content and activities for school leaders, staff, board members, and volunteers to grow their capacity and understanding of the most important topics facing Catholic schools today:

- Effective marketing and communication
- Comprehensive enrollment management programs
- Successful events and funding programs
- Board development and functioning
- Mission, vision and leadership



*"The presentations facilitated by Catholic School Management empowered our leadership in the Diocese of Paterson to strategically market their schools based on best practices, research and data with the utmost professionalism which yielded a new skillset and toolset for our leaders in a collaborative and collegial manner to support our mission and the promotion and sustainability of Catholic education."*

Mary Baier  
Superintendent  
Diocese of Paterson



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# Customize Your Seminar Series

Choose options to work with your circumstances, schedule, geography and budget:

- **Number and Frequency**  
How many and how often
- **Time and Format**  
Full day, evening, weekend or otherwise
- **Topics to be Addressed**  
Introduce a range of topics or go in depth in a particular area of need

## Popular Series Topics

- Best Practices in Catholic School Leadership: From Mission to Management
- Building A School Community: Enhancing Parish and School Collaboration
- Developing a Marketing Message and Creating an Enrollment Management Plan
- Establishing a Communication Program to Support Successful Funding Programs
- Advancement Basics - Contemporary Best Practices in Enrollment and Development Programs
- Effective Board and Committee Functioning
- Initiating or Renewing a Strategic Planning Process
- Technology Planning and Implementation for Success in a Digital World
- Gathering, Using and Publicizing Data to Enhance School Image

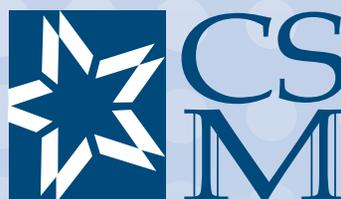


## The Value of CSM Services

*“Excellent session. Appreciate the nuts and bolts, in addition to theory, data and history. Having tangible tools to implement immediately is assuring.”*

Patty Patano  
Principal  
Holy Cross School

**All seminars include presentation materials, large and small group discussion and activities, an electronic resource guide, and opportunity to review samples and best practice examples.**



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