

**NO.1**

SUMMER 2018

# **NCEA**.TALK

A Catholic School Education eNewsletter



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The start of the school year is such a special time in the life of a Catholic school community. As I reminisce about the late days of summer and my growing anticipation as a teacher welcoming my students, a principal reuniting with my teachers and a superintendent sharing a blessing for a cadre of principals as they open the doors to an incredible new year, I am awed by my ministry as a Catholic educator! For each of us, a new year unlocks the door to a world of possibilities for both our students and ourselves. Our imperative as Catholic educators is to challenge, enlighten, nurture and inspire the hearts and minds of our students and in doing so realize our own potential. What an awesome job!



In his book, *FUTURE DRIVEN Will Your Students Thrive in an Unpredictable World*, National Distinguished Principal Dr. David Geurin, challenges schools and educators to be future driven so that students will be future ready. He insists that our success as 21st century educators lies in our ability to create both a learning and community experience that readies students to serve, to empathize, to create hope, to be engaged citizens, to think, to show responsibility, to seek justice, to be an upstander not a bystander, to dream, to accept differences, to press forward when it gets tough and to adapt to change. Is this not a Catholic worldview and the hallmark of Catholic education, the integration of faith, knowledge and culture expressed in young people, guided by the Person Christ, making a difference in the world around them!

As we embark on a joyful journey of this school year and welcome and reunite with students, teachers and school leaders, I pray that we all may be filled with a new zeal for exploring new options, embracing the unexpected, recognizing the Divine within and celebrating the gift of the community that we are privileged to know, love and serve.

In Christ,

**Barbara McGraw Edmondson, Ed.D.,**  
*Chief Leadership and Program Officer*



**NCEA**TALK

## What is NCEA Talk?

**An ongoing conversation. A sharing of resources. An idea generator. A storyteller. NCEA is heading in an exciting direction. We want to do more, engage more and learn more. Share your feedback with us!**

 [nceatalk@ncea.org](mailto:nceatalk@ncea.org)

 [www.nceatalk.org](http://www.nceatalk.org)

 [@nceatalk](https://twitter.com/nceatalk)

 [www.NCEA.org](http://www.NCEA.org)

 [/NCEAorg](https://www.facebook.com/NCEAorg)

### Members

Be sure that you are on our mailing list for our NCEA Talk eNewsletter, distributed quarterly. NCEA Talk is a member benefit. If you are a teacher or administrator at a member school, please make sure that we have your most recent email address on file by contacting our member services department at [membership@ncea.org](mailto:membership@ncea.org) or (800) 711-6232. You will need your school's member ID number and zip code.

### About The New Format

NCEA is continually working to improve all our member publications, including our eNewsletter communications. In order to share with you more robust, meaningful content in a user-friendly platform, we have extended NCEA Talk to a quarterly digital publication. Instead of receiving monthly emails, members now will receive NCEA Talk quarterly. Each issue will include more content, links and resources to help guide you in your professional development.

NCEA would also like to thank all our corporate partners, listed on page 22. Each of these partners not only supports the work of NCEA, but offers services and resources directly to Catholic schools and dioceses across the country. We encourage you to explore their offerings as you enhance your school communities.

If there is specific content you would like to see in NCEA Talk, *Momentum* magazine or our social media channels, please email us at [nceatalk@ncea.org](mailto:nceatalk@ncea.org).

## ADDITIONAL RESOURCES

- » **Publication:** Charism and Culture: Cultivating Catholic Identity in Catholic Schools
- » **Publication:** Pathways to Enrollment Growth and Retention for Catholic School Leaders
- » **Publication:** It's a Catholic School... Let's Keep It Catholic



# Catholic Schools

**Learn. Serve. Lead. Succeed.**

Catholic Schools Week **2019**  
**JANUARY 27 – FEBRUARY 2**

National Catholic Educational Association  
[NCEA.org/catholicschoolsweek](http://NCEA.org/catholicschoolsweek)

# An Attitude of Gratitude: Building and Sustaining Relationships in the School Community

Annette Jones, Ed.S. Assistant  
Director of School Leadership

**T**hank you! Thank you! Thank you! Effective Catholic school leaders model and practice an “attitude of gratitude.”

Most principals recognize that effective schools require an extensive network of skilled leaders and volunteers to support the mission and vision of our Catholic schools. Teachers, staff members, pastors, board members, parishioners, and community members are vital to the success and advancement of our Catholic schools. We must not take their support for granted. Let’s remember to show appreciation and say thank you!

Depending on the situation, determine if a private or public thank you is more appropriate. For a private thank you, keep a stockpile of thank you notes and prayer cards in your office. As a principal, I suggest routinely writing thank you notes and keeping a list of people who received a card. Public expressions of thanks can be announced to the student body over the public address system or during a general assembly. In addition, a public thank you can be accompanied by flowers, planters, or ceramic angels, when honoring outgoing teachers, staff members, and board members. For example, during an all-school liturgy, the principal can invite outgoing staff members and students to stand, then lead a blessing for them.

To show appreciation to parents, I suggest calling each family at least once during the school year. The point of the conversation is to listen and to thank the parents for sending their children to your school. Also, inquire about the children’s attitude and feelings about



school and ask how their children’s year is progressing academically. During the conversation, assure parents that you are accessible should they have any further questions, concerns, or ideas. For Catholic Schools Week in January, each family should receive a thank you note from the principal. These simple notes can be printed and signed by the principal.

Our thoughtfulness and appreciation of others yields tremendous dividends in building and sustaining relationships in our Catholic school community. Now is the time to create a plan for the upcoming school year. What is your plan to appreciate and thank valued Catholic school community members?

## Administrators’ Pathway for an Attitude of Gratitude

1. Call parents at least once during the school year. The point of the conversation is to listen, inquire about their children, and ask how the school year is progressing. Thank parents for sending their children to the school.
2. Assure parents that you are accessible for any conversations or to answer any questions - on the phone, via email, or in person.
3. Ensure that each parent receives a thank you note from you during Catholic Schools Week.
4. Write thank you notes regularly, keeping a list of the recipients.
5. Deliver a helium-filled birthday balloon (and a thank you) to students, teachers, and staff members on their special day. (Note any students or staff members with latex allergies and offer another simple gift of appreciation.)
6. Write thank you notes to parent volunteers.
7. Practice an attitude of gratitude by verbally thanking students, colleagues, pastors, parents, and community members.
8. Treat staff members to a sundae bar, a simple breakfast or coffee bar.
9. Establish a public thank you tradition for outgoing teachers, staff members, and board members. Pray a blessing for them.
10. Recognize students who will be leaving the school at the last school Mass. Invite these students to stand and pray a blessing for them.

# Live Streaming God in Your Classroom This School Year

Andrea Chavez-Kopp, M.Ed.

Assistant Director for Educational and Formation Programs

**T**he beginning of the school year is such an exciting time to plan and prepare for all of the things we want to accomplish with and for our students. As you set up your classroom and plot your scope and sequence, have you taken some time to think about how you will plan for being a spiritual leader this year? We have all heard the adage, “You can’t give what you don’t have.” Sometimes the excitement, the content, the workload or the pace of the school year can leave us feeling burnt out. Planning some time for yourself to develop spiritually can keep you refreshed and relaxed as those busy times seem to take over. Regardless of your grade level or topic area, try embedding some spiritual habits into your school day. This will help you make it a priority as well as be a true witness to your students to see how faith is the source of all that you are doing.

## **Create Sacred Space Your Classroom:**

Designate a corner or table where you display items that connect you and your students to the faith. It can be a Bible, statues, prayer cards, candles...anything you find inspirational. Plan how you will change the space throughout the liturgical year. Invite students to help manage and use the space as well.

**Pray With Your Students:** Hopefully, prayer is already part of your daily schedule in some way, but consider providing a safe place where students can offer their intentions to their classmates. It is an authentic way to listen to the concerns on their hearts and learn what is happening with their personal lives. Be sure to let them pray for you as well. Letting them know what is on your



heart and mind not only gives them an example of prayer, but praying together builds a relationship that strengthens their concept of what it means to be in a faith community.

**Pray Without Your Students:** Yes, prayer with students is wonderful, but when you are in charge, sometimes it is difficult to be fully present to God when you are trying to be fully present to 30 students. If building the habit of prayer is difficult, put a reminder in your phone or calendar. Pick a time of day during your planning period or before or after school to sit with scripture, read about the saint of the day or just sit quietly and journal.

**Invite God In:** We all know about “teachable moments,” so look for everyday moments where you can see God or feel His Holy Spirit. Point them

out to students and even colleagues and parents. If something amazing happened in class, talk about how God played a role in it as you debrief. If you have a difficult moment, invite Him in to help mitigate the conversation and guide you.

While many of these suggestions are not new ideas, hopefully they provide some practical ways to intentionally include prayer in your day. The ministry of teaching is a humbling gift but it is not always easy. Having a plan for keeping spirituality present and making it a habit to keep you accountable and provide a beautiful witness to your students and colleagues and may just help you stave off teacher burnout this year.

*“Start by doing what is necessary; then do what is possible; and suddenly you are doing the impossible.”* —St. Francis of Assisi

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# Visions for Excellence Early Childhood Education Conference debuts as part of NCEA 2019 Convention & Expo

By Pam Bernards, Ed.D.  
Director of Professional  
Development

**E**arly childhood educators can begin making plans to attend the 2019 NCEA Visions for Excellence Early Childhood Education (ECE) Conference which will take place on a designated day during the NCEA 2019 Convention & Expo in Chicago April 23-25. Attendees will have the benefit of not only attending a specialized conference and networking with those who share a passion for ECE, but will also be able to take advantage of convention sessions on the non-ECE conference days, enjoy convention liturgies, attend special events and visit the exhibit hall.

Early childhood education programs are an integral part of Catholic schools across the country. Results in the *United States Catholic Elementary and Secondary Schools 2017-2018: The Annual Statistical Report on Schools, Enrollment and Staffing* report, show that 171,421 students or 13.2% of students enrolled in Catholic elementary schools are in preschool. This number represents preschool programs that are part of the Catholic school or a separate center that provides an educational program under the control of the school (some are PK3 and some are PK4). The data indicates this is the largest grade level for elementary schools, up from 152,980 in 2007-2008 reflecting 12% growth. Additionally, the percent of overall elementary school enrollment represented by preschool students was up from 9.3% in 2007-2008 and 10.9% in 2012-2013. When considering all



grade levels, preschool to grade 8, preschool is the only group showing enrollment growth between 2007-2008 and 2017-2018.

A look at the *United States Catholic Elementary and Secondary Schools 1996-97: The Annual Statistical Reports on Schools, Enrollment and Staffing* report shows preschool enrollment of 67,637 students for 1987-1988 representing 3.4% of the students enrolled in Catholic elementary schools. In the 30-year period between 1987-1988 and 2017-2018, preschool enrollment has increased by 153%. In comparing the 1987-1988 and 2017-2018 data, all other elementary grades reflect a decline in enrollment.

Based on the data, Catholic school

educators have a great opportunity to capitalize on the trend of increasing preschool enrollment and develop strategies to retain those students as they matriculate into kindergarten.

When planning how to attract and retain preschool students, there are many factors to consider. One of the top priorities is defining what constitutes a quality ECE program and then implementing the supports and structures needed to ensure a quality program. There are a number of sources for working through this process.

First, let us consider the priorities of those we serve. Results from a recent national market research study conducted by the National Catholic

Educational Association (NCEA) and Foundations and Donors Interested in Catholic Activities (FADICA) indicate that today's parents are savvy, informed customers who want to ensure their children are well positioned for a successful future. As such, it is critical that high quality programming is on the forefront. The more parents believe that the school offers a balance between academics and religious teachings, an environment where everyone is welcome and places an emphasis on character development, the more likely they are to consider a Catholic school for their children.

Catholic ECE programs are uniquely positioned to respond to the priorities of current and potential Catholic school parents. Imbued in the faith, ECE programs nurture the faith life of the students and Catholic virtues provide a strong foundation for character development. Catholic schools have long had a reputation for excellence in academics and must share their success as part of the overall effort to retain current families and attract new ones.

Second, the National Benchmarks and Standards for Effective Catholic Elementary and Secondary Schools (NSBECS) provide guidance on "how the most mission-driven, program-effective, well-managed, and responsibly governed Catholic schools

operate." Those whose passion is early childhood education will benefit from the defining characteristics and performance benchmarks of Catholic schools outlined within the NSBECS.

Finally, many early childhood educators are familiar with the National Association for the Education of Young Children (NAEYC) Early Learning Program Standards. These standards, found on the NAEYC website, identify key areas of best practices for ensuring a quality ECE program. While there is some overlap between the NSBECS and the NAEYC standards, early childhood educators will benefit from guidance on developmentally appropriate practice (DAP) for early learners.

As Catholic school educators look to the future, they can be heartened by the growing number of students enrolling in ECE programs in Catholic schools across the country. In times of declining enrollment, this is a bright spot. Let us all work together to identify strategies to maximize the enrollment of these students by retaining them beyond the preschool years and identify strategies to continue to grow this population of students. What better time to begin the conversation than at the 2019 NCEA Visions for Excellence Early Childhood Education Conference taking place during the NCEA 2019 Convention & Expo in Chicago in April. We hope to see you there!



## Why Attend NCEA 2019?

NCEA 2019 Convention & Expo will take place April 23 - 25 at the McCormick Place in Chicago, IL and is the largest private-education association gathering in the nation, held in fellowship with the Archdiocese of Chicago. NCEA invites you to join us for this one-of-a-kind event that brings together Catholic and other religious educators from across the United States, Canada and other countries to exchange ideas and debut cutting-edge research and technologies related to education.

Those participating represent all aspects of Catholic and faith-based education from preschool, elementary, secondary, adult education, colleges and universities to local parish pastors, priests, parish volunteers and more. Enjoy more than 200 professional development sessions, beautiful liturgies, and special events. Be sure to save time to visit the Expo Hall to get the latest in educational technology, products and services.

**NCEA Awards**

NCEA is pleased to recognize the countless professional individuals, organizations, and students that are ambassadors of Catholic education, and is honored to provide many award opportunities to express accolades for their dedication and support.

Visit [www.NCEA.org/awards](http://www.NCEA.org/awards) to learn more about our various awards and how to nominate a deserving individual or group. Many of the awards programs are currently accepting nominations through early fall 2018.

**NCEA President’s Awards**

NCEA is honored to recognize individuals for their outstanding contributions to Catholic education with the President’s Awards. The awards will be presented in conjunction with NCEA’s 2019 Convention & Expo in Chicago.

- **Leonard F. DeFiore Parental Choice Advocate Award**

This award is presented to an individual who has demonstrated outstanding leadership in promoting full and fair parental choice in education.

- **Catherine T. McNamee, CSJ Award**

This award is presented to an individual or institution that offers exceptional leadership in promoting a vision of Catholic education that welcomes and serves cultural and economic diversity or serves students with diverse needs.



**NCEA Lead. Learn. Proclaim. Awards**

This award highlights the outstanding work being done in Catholic education communities across the country. A mix of individual leaders, principals, teachers, pastors and superintendents as well as boards and school groups comprise the cast of exceptional awardees entrusted with the faith formation of students in Catholic education communities. The Lead. Learn. Proclaim. Awards will be presented at the NCEA 2019 Convention & Expo in Chicago.



**NCEA 2018 President’s Awards recipients.**





- **C. Albert Koob Merit Award**

This award is given to an individual or organization that has made a significant contribution to Catholic education at any level – early childhood, elementary, secondary, higher education – or in any educational setting, in one or more of these areas: teaching, administration, parish religious education, research, publication or educational leadership. The awardee’s service and contribution should be recognized as having current significance at the national level.

- **Msgr. John F. Meyers Award**

This award is presented to an individual who has provided substantial support for Catholic education through contributions in the areas of development, public relations, scholarship programs, financial management, or government relations.

- **Dr. Karen M. Ristau Innovations Award**

This award is presented to an individual, school or program that has furthered the mission of Catholic education through an innovative program or approach.

# Youth Virtues, Valor and Vision Award



## NCEA Youth Virtues, Valor and Vision Award

NCEA is proud to continue the NCEA Youth Virtues, Valor and Vision Award program that formally recognizes extraordinary young people in our Catholic schools who through their selfless service, innovation and commitment to social justice are changing the world.

The NCEA Youth Virtues, Valor and Vision Award program is made possible, in part, through the generosity and support of Cross Catholic Outreach, a Catholic ministry who believes in and celebrates the young people in our Catholic schools who are making a profound difference even at a young age to a myriad of underserved constituencies. For more information about Cross Catholic Outreach please go to [www.crosscatholic.org](http://www.crosscatholic.org).

### Eligibility

Every NCEA member Catholic school, both elementary and secondary, is eligible to nominate one student, who through personal witness and initiative, in service learning programs or community outreach, has become a hero to those who have been touched and nourished by his or her work or initiative.

**NOTE: The 2019 Call for Nominations is now open. Nominate someone now!**

## Award Timeline

The NCEA Youth Virtues, Valor and Vision Awardees will be notified by the first week in November. Each awardee will be:

- Nationally recognized in NCEA’s official publications, *Momentum* and NCEA Talk, and on the NCEA website;
- Featured during National Catholic Schools Week from January 27 - February 2, 2019;
- Highlighted during the 2019 NCEA Convention & Expo in Chicago, Illinois from April 23-25, 2019;
- Presented with the prestigious NCEA Medal of Honor and a Certificate of Recognition by representatives from NCEA or Cross Catholic Outreach at the awardee’s school during the spring semester;
- Asked to contribute to an article for the summer 2019 issue of *Momentum*.



## 2018 NCEA Seton Awards & Philanthropy Symposium

The NCEA Seton Award is named after Saint Elizabeth Ann Seton in recognition of her lifelong dedication to teaching. This award is presented annually to exemplary individuals whose support and service impacts Catholic education and the well-being of our nation's youth. Seton honorees have a scholarship presented in their honor to a deserving Catholic school student in their local community. NCEA will also be hosting a symposium during the day of the Seton Gala that will focus on sharing best practices and discussions about philanthropy programs for Catholic schools.

Seton honorees are recognized at the NCEA Seton Gala, which raises funds to support NCEA's mission and programs.



### Itinerary for October 1, 2018

Location:

**The Omni Shoreham Hotel**  
**2500 Calvert Avenue, NW**  
**Washington, DC 20008**

10AM - 3PM	Seton Catholic Education Philanthropy Symposium
6 PM	Seton Awards Gala Reception
7 PM	Seton Awards Gala Dinner
8:30 PM	Dessert & Networking Reception

### We are excited to introduce the NCEA Elizabeth Ann Seton Philanthropy Symposium

this October that will focus on philanthropy for Catholic schools. This inaugural event will bring together current and past Seton honorees, preeminent Catholic philanthropists and Catholic school advancement leaders. The symposium precedes the NCEA Seton Awards Gala and will foster discussions on the future role of philanthropic endeavors that support Catholic schools in the U.S.



## NCEA Webinars

NCEA webinars cover trending and need-to-know topics relevant to your career in Catholic education. All participants will receive the recorded webinar and presentation files for reference and inclusion among other professional learning resources. For inquiries regarding webinars, contact Andrea Chavez-Kopp, assistant director for educational and formation programs at [akopp@ncea.org](mailto:akopp@ncea.org).

For a full list of upcoming webinars, please visit the LEARN section of the NCEA website.

Visit [www.NCEA.org](http://www.NCEA.org) in the months to come to be the first to hear about our 2019 professional development events and programs in the areas of early childhood education, STREAM and institutional school leadership.

Follow the conversation on Twitter using #NCEAWebinars and @NCEATALK.

## From the Blog

**NCEA Talk** – A Catholic School Education Blog

**Check out NCEA Talk** - A Catholic School Education Blog as we share Catholic education news, stories and resources from thought leaders in Catholic education.

**From the Blog:** <https://nceatalk.org/>

## Public Policy Updates

**Public Policy and Political Action on Behalf of Catholic Schools**

The association's mission statement and the expectations of its members call NCEA to provide leadership in shaping public policies and encouraging political actions that acknowledge and support the important role of Catholic schools in the United States, that affirm and support the rights of all parents to choose Catholic schools for their children, and advocates for the equitable participation of Catholic school students in federal education programs.

## Catholic School Matters

NCEA is pleased to once again present Catholic School Matters in partnership with Dr. Tim Uhl, superintendent, Montana Catholic Schools for the 2018-2019 school years. The newsletter, podcast and companion blogs serve to offer insight from thought leaders in Catholic education and discussions about the future of Catholic schools in America. Catholic School Matters explores the bright spots, the challenges and the best path forward.



This year, the podcast will be presented under a new name “Catholic School Matters Radio Hour” and takes on a new format in which Dr. Uhl will invite guests from around the country to discuss trending, popular and current events. Search for the podcasts via iTunes – the next season begins in September 2018. Subscriptions are available.

In the meantime, catch up on the Catholic School Matters podcasts from 2017-2018 via [www.NCEA.org/catholicschoolmatters](http://www.NCEA.org/catholicschoolmatters). Highlighted episodes include a conversation with Cardinal Giuseppe Versaldi, a series on Church documents and turnaround Catholic schools.



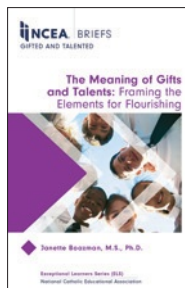
## Some FAQs to help you get started!

Written by experts in the field of education, the Briefs are full of practical, tried-and-true advice and solutions to some of the challenges facing those who teach. These short booklets can be read in one sitting and are small enough to keep within reach for reference to ideas easily put into practice in the classroom. Current Brief sub-series include: The Exceptional Learners Series (ELS), Anti-Bullying Survivor Series (ABSS), the STREAM series and the Instructional Practice Series (IPS).

### NCEA Brief: The Meaning of Gifts and Talents: Framing the Elements for Flourishing

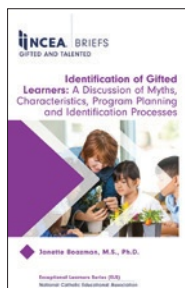
From the Gifted and Talented sub-series of the Exceptional Learners Series (ELS).

Topics covered are the meaning of gifted and talented; defining which learners are gifted; the social and emotional needs for gifted students; and developing a thriving program. By Janette Boazman, M.S., Ph.D. ADM-60-1571.



### NCEA Brief: Identification of Gifted Learners: A Discussion of Myths, Characteristics, Program Planning and Identification Processes

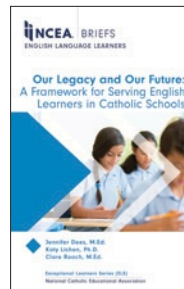
The second Brief in the Gifted and Talented sub-series of the Exceptional Learners Series (ELS). Topics covered are overcoming many of the myths; some of the characteristics of



learners; specific aspects of a program plan that need to be addressed; and using both quantitative and qualitative measures to identify students as gifted learners. By Janette Boazman, M.S., Ph.D. ADM-60-1589.

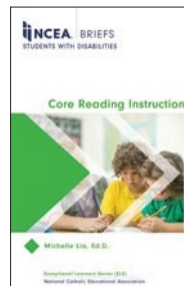
### NCEA Brief: Our Legacy and Our Future: A Framework for Serving English Learners in Catholic Schools

From the English Language Learners sub-series of the Exceptional Learners Series (ELS). This Brief includes: an introduction to English Learners; understanding the process of second language acquisition; employing research-based instructional strategies; developing cultural sustaining classrooms; and a school implementation guide. By Jennifer Dees, M.Ed., Katy Lichon, Ph.D., and Clare Roach, M.Ed. ADM-60-1569.



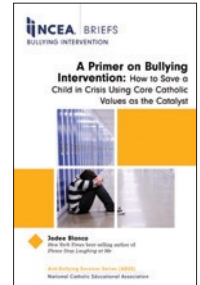
### NCEA Brief: Core Reading Instruction

From the Students with Disabilities sub-series of the Exceptional Learners Series (ELS). The focus of this Brief answers the question of what is core reading instruction? It also includes pre-reading, during-reading, post-reading strategies; and ideas on what to do next in your reading program. By Michelle Lia, Ed.D. ADM-60-1570.



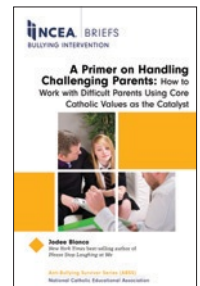
### NCEA Brief: A Primer on Bullying Intervention: How to Save a Child in Crisis Using Core Catholic Values as the Catalyst

From the Bullying Intervention sub-series of the Anti-Bullying Survivor Series (ABSS). The author covers what you should never say to a bullied child; “Authority” vs. “Emotional Credibility”; how to intervene one-on-one; and how to save the bully. By Jodee Blanco. ADM-60-1575.



### NCEA Brief: A Primer on Handling Challenging Parents: How to work with Difficult Parents Using Core Catholic Values

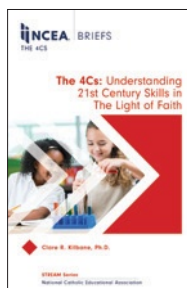
The second Brief in the Bullying Intervention sub-series of the Anti-Bullying Survivor Series (ABSS). When an irate, unreasonable parent storms into the office frustrated and begins bullying the school, how do you calm that parent down and persuade him or her to listen and behave like an adult? How do you motivate an irrational parent to work with the school in everyone’s best interests? What shouldn’t you say to him/her and why, and what should you say and do? The second Brief in the ABSS is a step-by-step guide on how to transform a tense situation with any parent into an opportunity for a productive, rewarding partnership that enriches the school, the student and the student’s family. By Jodee Blanco. ADM-60-1582.





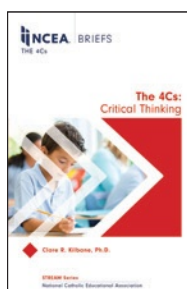
### NCEA Brief: The 4-C's Understanding 21st Century Skills in the Light of Faith

From the 4Cs sub-series of the STREAM Series. This booklet addresses the framing of the 4Cs in the context of Catholic education and faith; and teaching the 4Cs using strategies and models. This Brief equips the reader with what they need to know to fulfill the important role of preparing students for both the 21st century life and the next! By Clare R. Kilbane, Ph.D. ADM-60-1579.



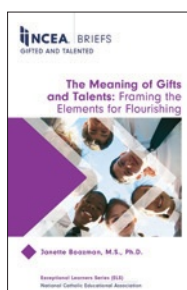
### NCEA Brief: The 4-C's: Critical Thinking

The second Brief in the 4Cs sub-series of the STREAM Series. The Critical Thinking Brief tackles critical thinking in the context of contemporary education, understanding critical thinking and promoting critical thinking. The publication includes an Appendix A for the Partnership for 21st Century Learning 4C Competencies. By Clare R. Kilbane, Ph.D. ADM-60-1580.



### Universal Design for Living: A Framework for Educating ALL Learners

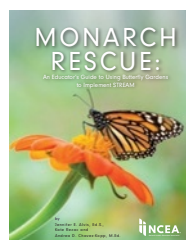
Universal Design for Learning, or UDL, is a sub-series of the Instructional Practice Series (IPS) and a framework for the curriculum and programs you're already using. UDL



gives easier curriculum access to all of the learners in your class, from the early finishers to the late bloomers and everyone in between. UDL offers more opportunity for all of your students to participate in your program and progress toward success. It offers a place to belong. And isn't that why you became a teacher in the first place? By Carie Oulashian, M.A. and Victoria

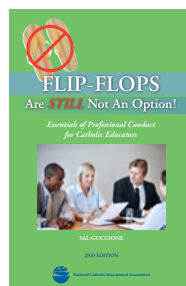
### Monarch Rescue: An Educator's guide to Using Butterfly Gardens to Implement STREAM

This publication is the culmination of the efforts of those in the Monarch rescue Project, generously funded from 2014-2018 by Dr. Judith Wagner. You will find elements of science, technology, religion, engineering, art and mathematics in the resource presented here. STREAM takes STEM to a deeper level of holistic education by incorporating the beauty of faith, language and creative arts.



### Flip-Flops are STILL Not An Option!

This second edition of one of NCEA's most popular publications provides updates and additional insights for enhancing the professionalism of all Catholic educators.



### 2018 Summer Momentum:

The 2018 summer *Momentum* is now available! Members are able to view *Momentum* as soon as it is available. View the summer 2018 issue online!

NCEA thanks you for taking the time to read *Momentum*. Since 1970, the publication has offered relevant, timely and important articles and best practices in the realm of Catholic education.

# 10 Things to Remember When Selecting Marketing Photos

By Renee Quiros White, M.S

Assistant Superintendent - Enrollment and Marketing, Office of Catholic Schools, Diocese of Arlington

One of the challenges of marketing is the limited amount of time in which one has to convey a message. Social media and the 24-hour news cycle competes for an audience's attention. When it comes to school marketing, people do not have or take the time to diligently read through a school's mission statement and course catalogue. As the assistant superintendent of enrollment and marketing, I use a lot of pictures. I tweet them and print them as well as create slide presentations and videos. A great picture can share your message more strongly and quickly than can words.

Since I work to promote Catholic education, I want to show the joy present in our schools. Joy in academics, faith and community. Easy right? No. Schools

just didn't have those high resolution pictures available, which are important for using and printing photos in a variety of mediums. In a time when nearly everyone has a camera via cell phone in their pocket, I hired a professional photographer and together we went to our first school.

Well, after five years and thousands of pictures I learned a few things and would like to share them with you.

1. Choose a photographer with whom you have a good working relationship.
2. Choose students ahead of time and make sure you have their parents' written permission on file.
3. Have a plan. Make your list of must-haves: principal, pastor, pastor with students, children running, teacher

with student and technology, etc. Science labs take time to set up and pastors need to get the date on their calendars.

4. Good lighting is everything. Morning light is best. We take all our outdoor shots (pastor, principal, playground, First Communion, students walking and talking) first.
5. Plan your event in the beginning of the year when uniforms are crisp and new. Use the most formal version if possible. I happen to love late September in Virginia when the leaves are just about to turn.
6. Details matter. Watch out for pesky items like nail polish, rubber bands around wrists, untied uniform shoes, sun darkening eyeglasses and background items like moving vans and recycling bins.
7. Don't be afraid to stage shots such as First Communion, Confirmation and graduation. You only need a few students to convey that event. Parents are happy to help out with this. Keep those outside.
8. Wear comfortable shoes. You'll do a lot of running back and forth, making kids laugh and sometimes having to jump up and down to get that giggle or smile.
9. These are marketing, not yearbook photos. Do not mix the two. Great marketing photos should be timeless. Utilizing a professional photographer who can take polished photos that may be used year after year is a great investment.
10. Be flexible. Sometimes the best photos are the images you didn't plan!





SUMMER 2018 | **NCEA TALK 15**

SAVE THE DATE FOR  
**NCEA 2019**  
**CONVENTION & EXPO**

**April 23-25**  
Chicago, Illinois  
McCormick Place



**NCEA 2019**  
**CHICAGO**



[www.NCEA.org/convention](http://www.NCEA.org/convention)





# Many Gifts, One Nation

## *A Day of Giving to Catholic Schools*

### Some FAQs to help you get started!

#### When is Many Gifts, One Nation?

Tuesday, January 29, 2019 12 PM EST –  
Wednesday, January 30, 2019 12 PM EST

Many Gifts, One Nation occurs during National Catholic Schools Week in conjunction with the daily themes of celebrating students and celebrating the nation.

#### Can we participate another day?

#### Our school/diocese already has a day of giving, can we only do one or the other?

The day of giving platform will only be available to accept gifts during the times listed above.

If your school chooses to opt-out of Many Gifts, One Nation, we encourage you to still consider building your advancements efforts. Some schools and dioceses already have their own day of giving such as #iGiveCatholic on Giving Tuesday – which is great! Many Gifts, One Nation is meant to supplement these efforts. Many Gifts, One Nation may connect new or unexpected donors to your school. Donors have the option to search for schools by name or location; if your school opts out, it will not be listed. You are welcome to use the tools and templates offered to help you in your existing advancement efforts as you wish.

#### Why should my school/diocese participate?

Many Gifts, One Nation is a national campaign focused on giving back locally, similar to Giving Tuesday or Small Business Saturday. Donors will connect directly with your school. This can create long-term, mutually beneficial relationships for your school and potential supporters. Schools will generate increased exposure within their own communities. Many Gifts, One Nation allows everyone who has been impacted by Catholic schools to join together and give back.

#### When can we update our individual giving page?

83% of schools that received gifts on the day of giving customized their giving pages. The customization period will open in fall 2018. NCEA will notify all schools when the portal opens. Principals are the primary administrator and must add additional administrators to make updates to the page. To ensure your school can be among the first to update their giving page, please make sure your advancement/development, marketing, communications, admissions and business office personnel are added to our database. Visit [www.NCEA.org/csw/manygifts](http://www.NCEA.org/csw/manygifts) to submit contact information for your Many Gifts, One Nation project leads.

#### How soon after the day of giving ends will our school receive our gifts?

The Many Gifts, One Nation giving portal will close at 12 PM on Wednesday, January 30, 2019. All gifts are held for 60-75 days to ensure there are no chargebacks or bank discrepancies. After that time, the funds will be released to schools in the form of a single check.

#### Are there fees to participate?

There is no participation fee for any school. Many Gifts, One Nation is available to any and all Catholic school serving from early education through 12th grade.

There are standard credit card processing fees and transaction fees withheld from donations, along with a single shipping/handling fee for physical checks that will be mailed. Visit [www.NCEA.org/csw/manygifts](http://www.NCEA.org/csw/manygifts) for more information.

#### How should we go about setting our dollar and donor goals?

Giving days are structured to encourage any individual to give what they can and leverage their gift by giving at the same time as others. In addition, Many Gifts, One Nation also focuses on individual giving – encouraging increased donors versus size of dollars. Identify your

school's financial needs and set a goal that is attainable but not unrealistic. Keep in mind you can change your goal amount throughout the day of giving. If you meet your goal, you can bump it up later in the day.

### How do we encourage people to give online?

A recent worldwide study by NGO Technology Report showed that 72% of millennials, 66% of Gen. X and 54% of baby boomers prefer to make their donations online. Giving days, like Many Gifts, One Nation, are attractive to a broad range of donors due to accessibility and excitement.

Last year some schools anticipated donors who were apprehensive to give online and set up "giving stations." By setting up computers on campus and extending an invitation to donors to make their gift on-site, schools secured gifts and also had the opportunity to give school tours to those who had not visited in recent years!

### Who has access to our donor information?

Your school is the only organization with access to your donor information. NCEA does not have access to your donor reports and cannot send information directly to your donors. All schools have access to their donor reports in the three months following the day of giving to send thank you notes and tax acknowledgments.

### How can I opt-out?

Participation is optional. Schools may opt-out at any time by visiting [www.NCEA.org/csw/manygifts](http://www.NCEA.org/csw/manygifts). Please note there is no obligation to participate. However, if a school opts-out and a donor seeks to give to the school and finds it unlisted, that is a lost donor opportunity.



## Many Gifts, One Nation

*A Day of Giving to Catholic Schools*



On January 30 – 31, 2018 NCEA and FACTS Management presented the inaugural Many Gifts, One Nation: **A Day of Giving to Catholic Schools.** We are pleased to share these incredible amounts.



# \$859,000 RAISED



## 6,948 GIFTS

## TO 539 SCHOOLS



# IN 136 CATHOLIC DIOCESES

Save the Date for Next Year:  
**January 29 – 30, 2019**

**#ManyGiftsCathEd**

Visit [www.NCEA.org/csw/manygifts](http://www.NCEA.org/csw/manygifts) for more information.



### Do you have to be an NCEA member to participate?

No. All Catholic schools, regardless of their member affiliation with NCEA, are included.


### Do you have to be a FACTS customer to participate?

You do not need to be a current FACTS customer to participate. In addition, no schools are obligated to utilize FACTS services after the day of giving. Many Gifts, One Nation is only available via the FACTS platform.

### Are there restrictions on how we can use the gifts?

Unless a donor restricts the gift for a specific purpose, Catholic schools and dioceses are encouraged to put the gift toward the area of greatest need.

Schools are encouraged to make a "cause statement" on their giving page, sharing what you need and how you will use funds.



*Give your students an encounter  
with the Holy Father, the  
Universal Church, and millions of  
young people they will never forget!*

# WORLD YOUTH DAY

*January 20-27, 2019 | Panama*

**FOR ALL YOUTH AND YOUNG ADULTS | AGES 16 TO 35**

Consider bringing high school or college students to the 2019 World Youth Day gathering in Panama (along with 1.5 million young people from around the globe), or help them experience World Youth Day stateside or digitally in the United States in January 2019. This encounter is unlike any other that youth and young adults will ever have in the Church.

*You can make that possible.*



**FOR MORE INFORMATION** or for questions about this opportunity contact the WYDUSA offices at the United States Conference of Catholic Bishops:

**WYDUSA.ORG | WYD@USCCB.ORG | 202-541-3040**

## NCEA Member-Exclusive Offers

NCEA membership provides a wealth of activities, resources and services that are uniquely designed to assist you in your Catholic education ministry — a one-stop convenience for you and your school community. Your membership affords many benefits including discounted pricing for professional development publications and events such as the annual convention. In addition, NCEA facilitates connections between members and corporate partners with exclusive offerings.

NCEA is pleased to announce two new initiatives available only to NCEA members through our partners:

### NCEA Business Office Portal (Thesis)

Thesis is the Xperience Inc. “Spend Improvement Service” that helps Catholic schools save money, so they can pay for much needed new learning environments (including, but not limited to, classrooms, technology, curriculum). Thesis provides a set of the right school suppliers at the right prices, as well as the right technologies and services for modern purchasing management and web storefront operations. Office Depot is pleased to be one of the suppliers to this program and a co-sponsor of the program to NCEA by providing resources to build Catholic schools’ operational efficiency and modern learning. The NCEA Business Office Portal is an easy way to access Thesis buyers and all of the Thesis suppliers and their services. An overview of the Office Depot registration process is available online at [www.NCEA.org/businessofficeportal](http://www.NCEA.org/businessofficeportal).

## Online Access to Graduate Credit Courses

NCEA, Notre Dame of Maryland University (NDMU) and Virtual Education Software (VESi) have partnered to offer NCEA members and their staff unlimited access to online graduate credit courses.

- One low annual membership fee of \$125.00 per year
- Courses for license renewal, salary advancement and degree completion
- You may take one course each term for a total of four each year

Courses are available for enrollment as of Summer 2018. Check out our full course list online at [www.virtualeduc.com/ncea](http://www.virtualeduc.com/ncea) or call VESi at 1-800-313-6744 for more information.

*VESi recommends that you check with your school district and/or state licensing agency to verify these course offerings will meet your district and/or state requirements for salary advancement and/or state certificate re-licensure.*

For more information on these new offerings as well as a full overview of all your member benefits, please visit [www.NCEA.org/membership](http://www.NCEA.org/membership).

## NCEA Micro-credential Program

### Competency-based Learning for Catholic School Educators

#### Develop your skills and earn recognition for your professional growth

##### *What is a micro-credential?*

Micro-credentials are personalized learning options to allow educators to gain specific skills in an area of their choosing at their own pace. Micro-credentials are an emerging trend in professional development. The future of PD is in demonstrating mastery in specific skills. They enhance or fill in the gaps where formal degree programs for district/diocesan PD fall short. They are short term, asynchronous, online PD experiences focused on specific skills. The participant must demonstrate proficiency in that skill to earn a micro-credential. Anyone in a professional role that wants to grow in proficiency in particular skill areas can benefit from micro-credentials.

### The Corporate Partnership Program

The Corporate Partnership Program is the preeminent way NCEA honors our dedicated partners by publicly recognizing their support of NCEA’s mission, and in their support of the great work done by our members fostering excellence in Catholic education across the United States. The Corporate Partner commitment opens the door to more meaningful contact with NCEA’s vast membership; from teachers to principals, religious educators to pastors, and superintendents to board members.



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ADDITIONAL  
RESOURCES

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- » **Publication:** Pathways to Enrollment Growth and Retention for Catholic School Leaders
- » **Publication:** It's a Catholic School... Let's Keep It Catholic