

Enjoy high quality learning combined with time to build community, all in a sensational Monterey Bay setting.

Catholic School Management **2016 Summer Certificate Programs**

June 27 - June 29, 2016



Make Your
Reservations
Today!



*"I would highly recommend
this conference, even for people
with experience."*

Betty Patch - Director of Enrollment
Grey Nun Academy
2015 Summer Certificate Programs Participant

Learn what you need to know to transform your school!

*The most complete professional development programs for
Catholic school leaders.*



A division of Christian Brothers Services

Welcome Letter

Dear Colleague in Catholic Education:

At CSM, it is part of our mission to provide the highest level of professional and personalized service to Catholic educational institutions in order to make certain that Catholic schools not only survive, but flourish. It is also part of our vision to empower all servant leaders who are committed to Catholic education in a professional, lay, volunteer, or religious capacity to attain their optimal performance in carrying out the mission of Catholic education.

In their 30th anniversary year, our Summer Certificate Programs have held true to this mission and vision by providing information, instruction, guidance, insight and best practices in key areas critical to the long-term viability and vitality of Catholic schools. In 2016, our program offerings continue in this tradition with a focus on the most critical needs of today's Catholic schools: *innovative leadership, marketing and enrollment, and institutional advancement*. Especially designed as a result of requests from many clients, the 2016 offerings also include a unique offering for Catholic high school guidance counselors. Using the *National Standards and Benchmarks for Effective Catholic Elementary and Secondary Schools* as a reference point, our offerings are structured to assist you with putting into practice programs and strategies to enhance:

- Mission and Catholic Identity
- Governance and Leadership
- Academic Excellence
- Operational Vitality

In our 40-year history, CSM has worked with close to two-thirds of today's Catholic schools, with almost all of our client schools remaining open. The commitment and expertise of our consultants is clear. Furthermore, our commitment to you and understanding your needs is stronger than ever. Our programs are designed so that they:

- Provide practical and proven strategies to meet your goals and grow your school;
- Offer options for those new to Catholic schools and those with years of experience;
- Expand your understanding of the contemporary Catholic school landscape and vision for the future;
- Encourage the attendance of teams through program structure, offerings, value and pricing;
- Present multiple opportunities to network or relax, to learn or reflect, to worship and build community, and to have fun while planning for 2016-2017.

We look forward to having you with us in June on the beautiful Monterey Bay. Perhaps you will also be able to bring along family members to enjoy all that California's Central Coast has to offer? Please direct others to this brochure to build your team of attendees.

It is my greatest honor and pleasure to lead our talented and inspiring group of CSM consultants, and I personally look forward to sharing our collective knowledge and passion for Catholic schools with you this summer.



Maria J. Ribera
President of Catholic School Management

Welcome to the Monterey Bay and CSM's Summer Certificate Program

Location Highlights



The Monterey Bay is well known for its natural beauty and many attractions making it a destination spot on California's Central Coast. The 2016 Summer Certificate Programs will be held at the Embassy Suites Hotel and Conference Center on the Monterey Bay providing all attendees with the chance to enjoy an incredible setting while engaging in meaningful and transformational professional development.

Traveling to Monterey is simple with flights directly into the Monterey Regional Airport, just 2 miles from the Conference Center. Alternately, nearby airports include the major international airports of both San Francisco and San Jose. Given the fantastic location and many things to do in the local and extended area, take an extra day, bring the family and visit the renowned Monterey Bay Aquarium, Cannery Row, and a coastline of sensational beaches from Santa Cruz to Big Sur. Monterey is John Steinbeck's backyard, rich in historical experiences from literature to nearby California missions in Carmel and San Juan Bautista. Don't forget the beauty and bounty of the Central Coast wine country and wine trail as part of an excursion to explore the local flavors and fame of the region.

Program Highlights

Why Choose the CSM Summer Certificate Programs?

- 40+ years of experience working successfully with Catholic schools and navigating the changing landscape of challenges facing Catholic schools
- Comprehensive offerings aligned with *National Standards and Benchmarks for Effective Catholic Elementary and Secondary Schools*
- CFRE credit available
- Comprehensive, three-day programs in the most mission critical topics: *Innovative Leadership, Enrollment Management and Marketing, and Institutional Advancement*
- Unique three-day program in best practices for Guidance and Counseling Programs for Catholic high schools
- Dynamic, daily general sessions focused on keeping all attendees informed and prepared to enhance Catholic school vision, vitality and viability
- Ideally suited to bring a school team making this professional development opportunity a time to build community and a shared mission, vision and strategy for growth and sustainability
- Daily discussion roundtables, sample sharing and other opportunities to grow professional networking relationships
- Special topic program sessions that are capped at 24 participants to ensure an optimal learning environment
- Relaxing environment providing participants with a place to unwind in the evenings with special activities in a beautiful setting close to the beaches of the Monterey Bay and the Central Coast wine country
- Appointments available to meet with CSM consultants to gain more strategies to support school leaders in ensuring exceptional Catholic schools

**Early Bird
Discounts**
Register by
April 1

**Registration for 2016
Certificate Programs
closes on June 1, 2016.**

**A deposit of \$100
must accompany the
registration form.**

Costs and General Program Information

Program Costs, Discounts and Refund Policy

Registration cost includes lunch on all three days, welcome Mass and Dinner on Monday evening, and Wine-Tasting on the Monterey Bay along Cannery Row on Tuesday evening.

Prices:

Regular \$725 for 3 days

Early Bird \$675 (by April 1)

Late \$800 (after May 15)

An "early bird discount" will be given to those registering prior to April 1, 2016. To receive this discount, your registration deposit must be postmarked on or before April 1, 2016. Limited financial assistance is also available.

Group discounts for individual schools begin at \$50 for sending 3 or more attendees. Contact Catholic School Management at office@catholicschoolmgmt.com or at 203-421-5169 for information regarding school groups of more than 3 and discounts for larger arch/diocesan groups.

As a division of Christian Brothers Services, Catholic School Management offers a discounted rate for anyone attending from a Lasallian school. Please contact Catholic School Management at office@catholicschoolmgmt.com or at 203-421-5169 for information.

Registration for 2016 Certificate Programs closes on June 1, 2016. A non-refundable deposit of \$100 must accompany the registration form. A full refund, less the deposit, will be provided for cancellations made by June 1, 2016.

A Wealth of Resource Materials to Support Your Summer Program Experience and Beyond

All of Catholic School Management's Summer Certificate Programs are accompanied by a rich selection of materials for you to take with you for continued use for enhancing your work on behalf of Catholic schools. While some materials are provided in print form during the daily sessions, you will be provided with electronic copies of all of the daily presentations and resource materials for easy transportation and sharing. Please bring a device (laptop, tablet, etc.) with you so that you can fully take advantage of this digital learning opportunity. Resource materials will be provided on a USB flash drive included in your Certificate Programs Welcome Packet. Resource materials will also be made available online for devices not equipped with a USB port.

Travel, Conference Location and Accommodations

Travel

Air travel to the Monterey Peninsula has a variety of options:

1. Monterey Regional Airport (complimentary shuttle to the Embassy Suites Hotel) www.montereyairport.com Daily flights can be found on Alaska, American, United and Allegiant Airlines
2. Mineta San Jose International Airport (70 miles) and San Francisco International Airport (95 miles)

Shuttle service from San Jose and San Francisco airports available through Monterey Airbus www.montereyairbus.com

Conference Location and Lodging

The CSM Summer Certificate Programs will be held at the Embassy Suites Hotel and Conference Center, Monterey Bay, in Seaside, CA. A block of rooms has been designated with special pricing for Summer Certificate Program attendees. Accommodations at the Embassy Suites include the following:

- Complimentary cooked to order breakfast
- Complimentary evening reception
- Complimentary airport shuttle to and from Monterey airport (2 miles)
- On-site restaurant and lounge
- Indoor pool and sauna
- Fitness center
- Bicycle rentals
- Pool table
- Video arcade
- Business center
- Gift shop

Room pricing is \$179/night from Sunday, June 26 through Wednesday, June 29 for both single and double occupancy rooms.

Please contact the Embassy Suites directly to reserve your room and mention the Catholic School Management Summer Certificate Programs: 1441 Canyon Del Rey, Seaside, CA, (831) 393-1115, www.embassymonterey.com

The Embassy Suites has a convenient location, just a few blocks from the beach and the Monterey Bay Coastal Recreation Trail. Other nearby attractions include: Monterey Bay Aquarium, Old Fisherman's Wharf, Cannery Row, San Carlos Cathedral, Mazda Laguna Seca Raceway, Bayonet Blackhorse and Pebble Beach golf courses, and much more!

Other Accommodation Options

More information on the area and lodging can be found at: www.seemonterey.com/regions/seaside/

Should the Embassy Suites be unavailable, the Holiday Inn, Monterey Bay is located next door: 1400 Del Monte Blvd., Seaside, CA, (831) 394-5335 (Front Desk)

"I liked the small group setting, the overall excellent program, the wealth of materials and information."

Haydee Rosario

Program Quick Reference

DAY 1 - Monday, June 27

General Session 9:00 a.m. - 10:00 a.m.		<i>Understanding Today's Landscape for Catholic Schools</i>	<i>Innovation and Leadership: The Role of Technology</i>	<i>Catholic School Renaissance</i>
Program 1		Innovative Leadership	Complete details and daily schedules on pages 8 - 9	
Program General Session 10:15 a.m. - 12:00 p.m.		<i>Vision: The Strategic Plan</i>	<i>Vitality: The Engaged and Effective Board</i>	<i>Viability: Why Catholic Schools? Our Mission, Our Culture</i>
Program Deep Dive Session 1:00 p.m. - 3:45 p.m.		<i>Organizational Models, Roles and Ensuring Accountability</i>	<i>Personnel: On-Boarding, Exit Strategies, Crisis Management</i>	<i>The Data that Drives School Viability and Vitality</i>
Program Special Topic Session 1:00 p.m. - 2:15 p.m.		<i>The School Leader's Year-Long Communication Plan</i>	<i>Best Practices in Technology Use and Management for Student Learning</i>	<i>Financial Planning and Reporting</i>
Program Special Topic Session 2:30 p.m. - 3:45 p.m.		<i>The Open Door, Scheduled Events and Responding to Parent Feedback</i>	<i>Best Practices in Technology Professional Development for Faculty</i>	<i>Budget Development and Monitoring</i>
Program 2		Enrollment Management and Marketing	Complete details and daily schedules on pages 10 - 11	
Program General Session 10:15 a.m. - 12:00 p.m.		<i>Mission, Markets and Message</i>	<i>The School Internet Presence</i>	<i>Creating a Year-Long Retention Calendar</i>
Program Deep Dive Session 1:00 p.m. - 3:45 p.m.		<i>Enrollment Management 101</i>	<i>The Visit: Open Houses, Information Nights, Tours and Shadow Days</i>	<i>Enrollment Data, Admissions Funnels, Enrollment Reporting</i>
Program Special Topic Session 1:00 p.m. - 2:15 p.m.		<i>Creating the Marketing Message</i>	<i>User Friendly Admissions and Tuition Assistance Programs</i>	<i>Laying the Groundwork for Growing Latino Enrollment</i>
Program Special Topic Session 2:30 p.m. - 3:45 p.m.		<i>The Branding and Identity Guide</i>	<i>Enrollment Roles: Leadership, Staff, Parent and Student Ambassadors</i>	<i>Video Strategies in Recruitment and Retention</i>
Program 3		Institutional Advancement	Complete details and daily schedules on pages 12 - 13	
Program General Session 10:15 a.m. - 12:00 p.m.		<i>Making the Case for Giving</i>	<i>Cultivating and Maintaining Relationships</i>	<i>The Development Communication Plan</i>
Program Deep Dive Session 1:00 p.m. - 3:45 p.m.		<i>Annual Fund 101</i>	<i>Major Donor Gift Solicitation Techniques</i>	<i>Establishing a Planned Giving Program</i>
Program Special Topic Session 1:00 p.m. - 2:15 p.m.		<i>The Leadership Gift Phase</i>	<i>The Development Team</i>	<i>The 21st Century Annual Report</i>
Program Special Topic Session 2:30 p.m. - 3:45 p.m.		<i>Enhancing Online Giving</i>	<i>The Comprehensive Development Plan</i>	<i>Maximizing Annual and Special Events</i>
Program 4		High School Guidance and Counseling	Complete details and daily schedules on pages 14 -15	
Program General Session 10:15 a.m. - 12:00 p.m.		<i>Overview: Effective Counseling Programs in Catholic High Schools</i>	<i>Specialized Realms of Knowledge</i>	<i>Strategies to Improve Guidance Services</i>
Program Deep Dive Session 1:00 p.m. - 3:45 p.m.		<i>Structure, Schedule and Services:</i> <i>A. Communication: External and Internal Practices</i> <i>B. Daily Life in the Counseling World</i>	<i>How can you know everything? From Athletic Advising to Crisis Protocols ... and more:</i> <i>A. Professional Resources and Reaching Out</i> <i>B. Integrated Counseling Models</i>	<i>Ensuring Student Success through Understanding:</i> <i>A. Today's Most Frequently Asked Issues</i> <i>B. Evaluating the Department</i>
Daily Closing Session for all three days		4:00 p.m. - 4:30 p.m.		

Program Quick Reference

DAY 2 - Tuesday, June 28

DAY 3 - Wednesday, June 29

Who Should Attend

- Presidents
- Principals
- Administrative Team Members
- Board Chairs and Members
- Pastors
- Diocesan Superintendents/
Vicars of Education
- Diocesan Personnel
- Business Managers

Lead Program Presenters

- Maria J. Ribera
- Richard J. Burke
- Robert A. Bailey

Overview:

This three-day program supports school leaders in remaining focused on mission with innovative as well as timely and pragmatic information to enhance organizational functioning, board effectiveness, strategic planning, technology planning, safety and security and financial management.

Session Topics Offered:

- Vision: The Strategic Plan
- Organizational Models, Roles and Ensuring Accountability
- The School Leader’s Year-Long Communication Plan
- Viability: Why Catholic Schools? Our Mission, Our Culture
- Vitality: The Engaged and Effective Board
- Managing Personnel and Successfully Navigating Crises
- Technology Best Practices for Student Learning and Professional Development
- Innovative Leadership with Technology
- The Open Door, Scheduled Events and Responding to Parent Feedback
- The Data that Drives School Viability and Vitality
- Financial Planning and Reporting
- Budget Development and Monitoring

Monday, June 27 - Daily Schedule

8:00 a.m.	Coffee Available and Sample Sharing Tables Open
8:30 a.m. to 9:00 a.m.	Morning Prayer, Daily Announcements and Program Information
9:00 a.m. to 10:00 a.m.	General Session <i>Understanding Today's Landscape for Catholic Schools</i>
10:00 a.m. to 10:15 a.m.	Break
10:15 a.m. to 12:00 p.m.	Morning General Session <i>Vision: The Strategic Plan</i>
12:00 p.m. to 1:00 p.m.	Networking Lunch with Discussion Roundtables
1:00 p.m. to 3:45 p.m.	Afternoon Deep Dive Session <i>Organizational Models, Roles and Ensuring Accountability</i>
1:00 p.m. to 2:15 p.m.	Afternoon Special Topic Session <i>The School Leader's Year-Long Communication Plan</i>
2:30 p.m. to 3:45 p.m.	Afternoon Special Topic Session <i>The Open Door, Scheduled Events and Responding to Parent Feedback</i>
4:00 p.m. to 4:30 p.m.	Daily Closing Session

Tuesday, June 28 - Daily Schedule

8:00 a.m.	Coffee Available and Sample Sharing Tables Open
8:30 a.m. to 9:00 a.m.	Morning Prayer, Daily Announcements and Program Information
9:00 a.m. to 10:00 a.m.	General Session <i>Innovation and Leadership: The Role of Technology</i>
10:00 a.m. to 10:15 a.m.	Break
10:15 a.m. to 12:00 p.m.	Morning General Session <i>Vitality: The Engaged and Effective Board</i>
12:00 p.m. to 1:00 p.m.	Networking Lunch with Discussion Roundtables
1:00 p.m. to 3:45 p.m.	Afternoon Deep Dive Session <i>Personnel: On-Boarding, Exit Strategies, Crisis Management</i>
1:00 p.m. to 2:15 p.m.	Afternoon Special Topic Session <i>Best Practices in Technology Use and Management for Student Learning</i>
2:30 p.m. to 3:45 p.m.	Afternoon Special Topic Session <i>Best Practices in Technology Professional Development for Faculty</i>
4:00 p.m. to 4:30 p.m.	Daily Closing Session

Wednesday, June 29 - Daily Schedule

8:00 a.m.	Coffee Available and Sample Sharing Tables Open
8:30 a.m. to 9:00 a.m.	Morning Prayer, Daily Announcements and Program Information
9:00 a.m. to 10:00 a.m.	General Session <i>Catholic School Renaissance</i>
10:00 a.m. to 10:15 a.m.	Break
10:15 a.m. to 12:00 p.m.	Morning General Session <i>Viability: Why Catholic Schools? Our Mission, Our Culture</i>
12:00 p.m. to 1:00 p.m.	Networking Lunch with Discussion Roundtables
1:00 p.m. to 3:45 p.m.	Afternoon Deep Dive Session <i>The Data that Drives School Viability and Vitality</i>
1:00 p.m. to 2:15 p.m.	Afternoon Special Topic Session <i>Financial Planning and Reporting</i>
2:30 p.m. to 3:45 p.m.	Afternoon Special Topic Session <i>Budget Development and Monitoring</i>
4:00 p.m. to 4:30 p.m.	Daily Closing Session

"Real information that works - CSM works, and more schools need to get on board!"

Max Crain, Principal
Christ the King School
Daphne, Alabama



Who Should Attend

- ▶ Presidents
- ▶ Principals
- ▶ Pastors
- ▶ Recruitment / Admissions Staff and Volunteers
- ▶ Development Officers
- ▶ Board Members
- ▶ Diocesan Personnel
- ▶ Religious Community Leaders

Lead Program Presenters

- ▶ Albert E. Catelli
- ▶ Susana Garcia

Overview:

Marketing for mission is at the heart of programs that result in strong enrollment. This three-day program demystifies the essential concepts of marketing and enrollment management, distinguishing between the distinct phases of recruitment, admissions, and retention. Informative general sessions set the foundation for an understanding of what's needed to guide, staff, and evaluate a successful program. The variety of sessions offered allows participants to choose the types of information and topics most needed to take programs and enrollment goals to the next level.

Session Topics Offered:

- Mission, Markets and Message
- Enrollment Management 101
- Creating the Marketing Message
- The Branding and Identity Guide
- The School Internet Presence: The Role of the School Website and Social Media in Recruitment
- The Visit: Open Houses, Information Nights, Tours, and Shadow Days
- User Friendly Admissions and Tuition Assistance Programs
- Enrollment Roles: Leadership, Staff, Parent and Student Ambassadors
- Creating a Year-Long Retention Calendar
- Enrollment Data, Admissions Funnels, Enrollment Reporting
- Laying the Groundwork for Growing Latino Enrollment
- Video Strategies in Recruitment and Retention

Monday, June 27 - Daily Schedule

8:00 a.m.	Coffee Available and Sample Sharing Tables Open
8:30 a.m. to 9:00 a.m.	Morning Prayer, Daily Announcements and Program Information
9:00 a.m. to 10:00 a.m.	General Session <i>Understanding Today's Landscape for Catholic Schools</i>
10:00 a.m. to 10:15 a.m.	Break
10:15 a.m. to 12:00 p.m.	Morning General Session <i>Mission, Markets and Message</i>
12:00 p.m. to 1:00 p.m.	Networking Lunch with Discussion Roundtables
1:00 p.m. to 3:45 p.m.	Afternoon Deep Dive Session <i>Enrollment Management 101</i>
1:00 p.m. to 2:15 p.m.	Afternoon Special Topic Session <i>Creating the Marketing Message</i>
2:30 p.m. to 3:45 p.m.	Afternoon Special Topic Session <i>The Branding and Identity Guide</i>
4:00 p.m. to 4:30 p.m.	Daily Closing Session

Tuesday, June 28 - Daily Schedule

8:00 a.m.	Coffee Available and Sample Sharing Tables Open
8:30 a.m. to 9:00 a.m.	Morning Prayer, Daily Announcements and Program Information
9:00 a.m. to 10:00 a.m.	General Session <i>Innovation and Leadership: The Role of Technology</i>
10:00 a.m. to 10:15 a.m.	Break
10:15 a.m. to 12:00 p.m.	Morning General Session <i>The School Internet Presence</i>
12:00 p.m. to 1:00 p.m.	Networking Lunch with Discussion Roundtables
1:00 p.m. to 3:45 p.m.	Afternoon Deep Dive Session <i>The Visit: Open Houses, Information Nights, Tours and Shadow Days</i>
1:00 p.m. to 2:15 p.m.	Afternoon Special Topic Session <i>User Friendly Admissions and Tuition Assistance Programs</i>
2:30 p.m. to 3:45 p.m.	Afternoon Special Topic Session <i>Enrollment Roles: Leadership, Staff, Parent and Student Ambassadors</i>
4:00 p.m. to 4:30 p.m.	Daily Closing Session

Wednesday, June 29 - Daily Schedule

8:00 a.m.	Coffee Available and Sample Sharing Tables Open
8:30 a.m. to 9:00 a.m.	Morning Prayer, Daily Announcements and Program Information
9:00 a.m. to 10:00 a.m.	General Session <i>Catholic School Renaissance</i>
10:00 a.m. to 10:15 a.m.	Break
10:15 a.m. to 12:00 p.m.	Morning General Session <i>Creating a Year-Long Retention Calendar</i>
12:00 p.m. to 1:00 p.m.	Networking Lunch with Discussion Roundtables
1:00 p.m. to 3:45 p.m.	Afternoon Deep Dive Session <i>Enrollment Data, Admissions Funnels, Enrollment Reporting</i>
1:00 p.m. to 2:15 p.m.	Afternoon Special Topic Session <i>Laying the Groundwork for Growing Latino Enrollment</i>
2:30 p.m. to 3:45 p.m.	Afternoon Special Topic Session <i>Video Strategies in Recruitment and Retention</i>
4:00 p.m. to 4:30 p.m.	Daily Closing Session

"It was very individualized. We were able to dive into deep rooted challenges at each of our schools and learn from others' scenarios."

Kelsey Abelein
Director of Enrollment Management
Seccina Memorial High School
Indianapolis, Indiana



Who Should Attend

- ▶ Presidents
- ▶ Principals
- ▶ Pastors
- ▶ Advancement / Development Directors
- ▶ Development Committee Members
- ▶ Board Members
- ▶ Development Volunteers

Lead Program Presenters

- ▶ Edward J. Barrett
- ▶ Jennifer M. Trefelner

Overview:

CSM's Certificate Program in Institutional Advancement will provide you with the best practices, focused strategies, and techniques to help you position your school's Advancement Program to succeed. Learn how to best:

- Identify the resources necessary to advance your school's mission and sharpen your advancement programs
- Develop long-term and personalized partnerships with your key constituents
- Utilize the right technology to maximize online giving
- Develop the best case and strategies for the solicitation of Major Gifts
- Plan for effective messaging
- Maximize the effectiveness of your special events

Session Topics Offered:

- Making the Case for Giving
- Annual Fund 101
- The Leadership Gift Phase
- Enhancing Online Giving
- Cultivating and Maintaining Relationships
- Major Donor Gift Solicitation Techniques
- The Development Team
- The Comprehensive Development Plan
- The Development Communication Plan
- Establishing a Planned Giving Program
- The 21st Century Annual Report
- Maximizing Annual and Special Events

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10:00 a.m. to 10:15 a.m.	Break
10:15 a.m. to 12:00 p.m.	Morning General Session <i>Making the Case for Giving</i>
12:00 p.m. to 1:00 p.m.	Networking Lunch with Discussion Roundtables
1:00 p.m. to 3:45 p.m.	Afternoon Deep Dive Session <i>Annual Fund 101</i>
1:00 p.m. to 2:15 p.m.	Afternoon Special Topic Session <i>The Leadership Gift Phase</i>
2:30 p.m. to 3:45 p.m.	Afternoon Special Topic Session <i>Enhancing Online Giving</i>
4:00 p.m. to 4:30 p.m.	Daily Closing Session

Tuesday, June 28 - Daily Schedule

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1:00 p.m. to 2:15 p.m.	Afternoon Special Topic Session <i>The Development Team</i>
2:30 p.m. to 3:45 p.m.	Afternoon Special Topic Session <i>The Comprehensive Development Plan</i>
4:00 p.m. to 4:30 p.m.	Daily Closing Session

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10:15 a.m. to 12:00 p.m.	Morning General Session <i>The Development Communication Plan</i>
12:00 p.m. to 1:00 p.m.	Networking Lunch with Discussion Roundtables
1:00 p.m. to 3:45 p.m.	Afternoon Deep Dive Session <i>Establishing a Planned Giving Program</i>
1:00 p.m. to 2:15 p.m.	Afternoon Special Topic Session <i>The 21st Century Annual Report</i>
2:30 p.m. to 3:45 p.m.	Afternoon Special Topic Session <i>Maximizing Annual and Special Events</i>
4:00 p.m. to 4:30 p.m.	Daily Closing Session

"All the presenters clearly know their information but also know how to teach it."

Betty Patch
Enrollment and Marketing Director
Grey Nun Academy
Yardley, Pennsylvania



*CFRE credit available

Who Should Attend

- ▶ Guidance Department Chairs
- ▶ Guidance Counselors
- ▶ College Counselors
- ▶ Principals
- ▶ Assistant / Vice Principals
- ▶ Academic Deans
- ▶ Deans of Students, Teachers

Lead Program Presenters

- ▶ Michael M. Denison
- ▶ Barbara F. Simmons

Overview:

Since Counseling at Catholic high schools plays an integral role in providing comprehensive services that will meet the personal, academic, and college counseling needs of students, it is imperative that those working in this field are able to serve their students’ and families’ wellness needs as well as to provide up-to-date college counseling information in the changing landscape of college admissions. CSM is proud to offer this unique program designed specifically for the needs of guidance and college counselors in Catholic high schools.

Session Topics Offered:

- Guidance and Counseling in a Catholic Setting
- Resources for Academic and Personal Counseling
- Athletic Advising
- Importance of Job Descriptions, Guidance Calendars, Profiles, Staff Meetings and Communication Within the Department, Within the School and Within the Community
- Models that Maximize Counselor/Student Interaction
- Getting the Most Out of Naviance
- The Guidance and Counseling Office Online and in Social Media
- The College Process: Exploring, Preparing, Applying, Deciding and Affording
- Support for First Generation Students and Families
- Crisis Protocols / Referral Processes
- Creating Effective Evaluation Tools
- Creating Professional Development Opportunities and Affiliations

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10:15 a.m. to 12:00 p.m.	Morning General Session <i>Overview: Effective Counseling Programs in Catholic High Schools</i>
12:00 p.m. to 1:00 p.m.	Networking Lunch with Discussion Roundtables
1:00 p.m. to 3:45 p.m.	Afternoon Deep Dive Session <i>Structure, Schedule and Services:</i> <i>A. Communication: External and Internal Practices</i> <i>B. Daily Life in the Counseling World</i>
4:00 p.m. to 4:30 p.m.	Daily Closing Session

Tuesday, June 28 - Daily Schedule

8:00 a.m.	Coffee Available and Sample Sharing Tables Open
8:30 a.m. to 9:00 a.m.	Morning Prayer, Daily Announcements and Program Information
9:00 a.m. to 10:00 a.m.	General Session <i>Innovation and Leadership: The Role of Technology</i>
10:00 a.m. to 10:15 a.m.	Break
10:15 a.m. to 12:00 p.m.	Morning General Session <i>Specialized Realms of Knowledge</i>
12:00 p.m. to 1:00 p.m.	Networking Lunch with Discussion Roundtables
1:00 p.m. to 3:45 p.m.	Afternoon Deep Dive Session <i>How can you know everything? From Athletic Advising to Crisis Protocols ... and more:</i> <i>A. Professional Resources and Reaching Out</i> <i>B. Integrated Counseling Models</i>
4:00 p.m. to 4:30 p.m.	Daily Closing Session

Wednesday, June 29 - Daily Schedule

8:00 a.m.	Coffee Available and Sample Sharing Tables Open
8:30 a.m. to 9:00 a.m.	Morning Prayer, Daily Announcements and Program Information
9:00 a.m. to 10:00 a.m.	General Session <i>Catholic School Renaissance</i>
10:00 a.m. to 10:15 a.m.	Break
10:15 a.m. to 12:00 p.m.	Morning General Session <i>Strategies to Improve Guidance Services</i>
12:00 p.m. to 1:00 p.m.	Networking Lunch with Discussion Roundtables
1:00 p.m. to 3:45 p.m.	Afternoon Deep Dive Session <i>Ensuring Student Success Through Understanding:</i> <i>A. Today's Most Frequently Asked Issues</i> <i>B. Evaluating the Department</i>
4:00 p.m. to 4:30 p.m.	Daily Closing Session

"Excellent program! All the practical ideas, sharing of ideas, and the stories."

*Thomas Oppat, Principal
Shrine Catholic High School
and Academy
Royal Oaks, Michigan*





Richard J. Burke



Maria J. Ribera

Meet the Staff

The team at Catholic School Management numbers over 30 dedicated and qualified professionals working on behalf of Catholic education. Our consultants represent over 300 years of collective experience in Catholic schools, with an average experience of over 15 years. Our consultants are highly qualified in their specific fields and travel all over the United States to meet and work with Catholic schools.

Leadership Team

Richard J. Burke
CSM Founder and Senior Executive Consultant

Maria J. Ribera
President of Catholic School Management and Executive Consultant

Staff

Deborah L. Papa
Office Manager

Consulting Team

Jacqueline Abrahams
Adjunct Consultant

Robert A. Bailey
Adjunct Consultant

Edward J. Barrett
Adjunct Consultant

Joseph W. Bracco
Adjunct Consultant

Albert E. Catelli
Adjunct Consultant

Lois J. Cavucci, Ed. D.
Adjunct Consultant

Sr. Carol Cimino, SSJ, Ed. D.
Adjunct Consultant

Michael M. Denison
Adjunct Consultant

Lois K. Draina, Ph. D.
Senior Administration Consultant

Donald L. Edwards, Ed. D.
Adjunct Consultant

Rachel L. Ellingson
Adjunct Consultant

Richard E. Feitel
Senior Development Consultant

Susana Garcia
Adjunct Consultant

Gary J. Gelo
Adjunct Consultant

Frank A. Glowaty
Adjunct Consultant

Stephen J. Hammond
Adjunct Consultant

Susan R. Hoffman
Senior Development Consultant

Joseph D. Hollowell
Adjunct Consultant

Jennifer C. Kensel
Director of Planning Services and Administrator Search Division

Fr. Richard J. McGrath, OSA, Ph. D.
Adjunct Consultant

Aline P. Norwood
Adjunct Consultant

G. Joseph Peters
Adjunct Consultant

Thomas H. Posnanski
Adjunct Consultant

Kim R. Pryzbyski, Ph. D.
Adjunct Consultant

Mary Beth Riley
Adjunct Consultant

Mary Lou Schoone
Adjunct Consultant

Barbara F. Simmons
Adjunct Consultant

Jennifer M. Trefelner, APR, CPRC
Adjunct Consultant

Robert S. Webb
Adjunct Consultant

Nicholas M. Wolsonovich, Ph.D.
Adjunct Consultant

Frederick Zilian, Ph.D.
Adjunct Consultant



CATHOLIC SCHOOL MANAGEMENT

2016 SUMMER CERTIFICATE PROGRAMS REGISTRATION FORM

Registrant Name _____ Title _____

Institution _____ Diocese _____

Level: Elementary _____ Secondary _____ K-12 _____ Other _____

Type: Diocesan _____ Sponsored _____ (list sponsoring organization) _____ Other _____

Address _____

City _____ State _____ Zip _____

Phone _____ Registrant Email _____ School Website _____

Summer Mailing Address for Registrant (if different from address above)

Address _____ City _____

State _____ Zip _____ Registrant Email _____ Phone _____

PROGRAM COSTS

Early Bird Registration: Before April 1, 2016	Regular Registration: April 1 – May 15, 2016	Late Registration: After May 15, 2016
\$675	\$725	\$800

Please check the program you will be attending. See program brochure for daily session topics.

Programs	Monday – Wednesday, June 27-29, 2016
Marketing & Enrollment Management	<input type="checkbox"/>
Innovative Leadership	<input type="checkbox"/>
Institutional Advancement	<input type="checkbox"/>
High School Guidance and Counseling	<input type="checkbox"/>

☐ Enclosed is my \$100 deposit to reserve my space in the sessions noted to the left.
I understand payment in full is due by May 15, 2016

☐ Enclosed is my payment in full for

MEALS, LODGING, EVENING ACTIVITIES and DISCOUNTS

Catholic School Management has secured special pricing on hotel rooms at the conference location:
Embassy Suites Monterey Bay Seaside, 1441 Canyon Del Rey Blvd., Seaside, CA (831.393.1115)
CSM Room Block Pricing: \$179/night for single and double occupancy, includes complimentary cooked-to-order breakfast and evening reception. **Call early to reserve your room!**

Complimentary activities provided for all CSM Summer Certificate Programs attendees include an evening reception and dinner on Monday night, plus a special wine tasting event on Tuesday night on the Monterey Bay! Morning coffee and lunch included for all participants on all days!

Group discounts for individual schools begin at \$50 for sending three or more attendees, with additional offers for larger school/diocesan groups. As a division of Christian Brothers Services, Catholic School Management offers a discounted rate for anyone attending from a Lasallian school. Contact the CSM office for more information.

A deposit of \$100 must accompany this form. Make all checks payable to CSM. Mail form and deposit to:
Summer Certificate Programs, Catholic School Management, P.O. Box 4071, Madison, CT 06443-4071

If you would like additional information, please contact Catholic School Management at:
Phone: 203.421.5169, Fax: 203.421.5172, Email: office@catholicschoolmgmt.com

**Early Bird
Discounts**
Register by
April 1

2016 Summer Certificate Programs

June 27 - June 29, 2016

Who Should Attend

- ▶ Administrative Team Members
- ▶ Advancement / Development Directors
- ▶ Board Chairs and Members
- ▶ Business Managers
- ▶ Classroom Teachers
- ▶ Development Committee
- ▶ Development Officers
- ▶ Diocesan Personnel
- ▶ Diocesan Superintendents / Vicars of Education
- ▶ Educational Technology Coordinators
- ▶ Guidance and College Counselors
- ▶ IT Directors
- ▶ Pastors
- ▶ Presidents
- ▶ Principals
- ▶ Recruitment / Admissions Staff and Volunteers
- ▶ Religious Community Leaders
- ▶ School Administrators
- ▶ Teacher Leaders



A division of Christian Brothers Services

Catholic School Management

P. O. Box 4071

Madison, Connecticut 06443

catholicschoolmgmt.com

#SummerCertificatePrograms2016