



The Roles of the Administrator and Board Member In Marketing the Catholic School for Image, Enrollment, and Resources

Cardinal Stritch University
1037 W. McKinley Avenue
Milwaukee, Wisconsin

Saturday, February 6, 2010 (9:00 a.m. – 3:00 p.m.)

9:00 am – 9:10 am	Welcome, Introductions, Opening Prayer	Jennifer S. Maney, Ph.D. Coordinator, GMCEC
9:10 am – 11:30 am	“Recruiting and Retaining Students” Catholic school administrators do not need to accept enrollment declines as normative or solely a function of economic conditions. This session will highlight the most recent and most effective research and apply it directly to Catholic elementary and secondary schools. Emphasis will be placed upon specific strategies which can be utilized in recruiting and retaining students, while enhancing the image of the Catholic school. Specific topics will include: <ul style="list-style-type: none">• Paradigm shifts in education;• Marketing issues defined;• Applicable research reviewed;• Applying the research;• Enhancing the image and enrollment position;• Communication across generational lines.	Richard J. Burke , President Catholic School Management, Inc.
11:30 am – 12:30 pm	LUNCH	
12:30 pm – 1:45 pm	“A Spirituality of Stewardship: Fundraising Excellence” Far too often fundraising for Catholic activities and organizations is poorly understood. At best it can seem to be a distraction from one's ministry, and at worst, a contradiction to it. In this session, development is examined as ministry itself, where donors are not objects but subjects, and where good news is proclaimed with joyfulness of heart and intent, and where money follows mission. Three things will be emphasized in this workshop: a spirituality of stewardship, the world of Catholic philanthropic foundations, and components of successful capital campaigns. Underlying all of this will be a demonstration of how achieving excellence, including and especially in temporal affairs, is fundamental to successful development.	Kerry A. Robinson , Executive Director: National Leadership Roundtable on Church Management

1:45 pm – 2:00 pm

BREAK

2:00 pm – 3:00 pm

“Key Elements of Good Business Management: Financial Responsibilities to Ensure Accountability and to Enhance Institutional Advancement” **Richard J. Burke**

Catholic school administrators and board members are increasingly challenged to be both transparent and accountable. This presentation will outline specific key responsibilities to ensure that the Catholic school is both well managed and perceived to be well managed. Topics to be addressed include:

- Long-Range Financial Planning
- Budgeting
- Financial Management and Financial Monitoring
- Financial Analysis
- Financial Reporting

To register, visit <http://gmcec.com/eventregistration.html>

DEADLINE: January 25, 2010

FEE: \$25 per participant (Includes breakfast & lunch)

Make check payable to:

Marquette University College of Education

Mail to: 561 N. 15th St. Room 126A Milwaukee, WI 53233

Attn: Yadira Lopez