

St. Louis Catholic Schools Continue to Express the Good News in Education

Archdiocese adopts evergreen slogan to help brand Catholic schools

Sue Brown

Catholic schools in the Archdiocese of St. Louis have a proud tradition dating to 1818, when the first school opened under the supervision of Saint Rose Philippine Duchesne. That school continues to thrive as The Academy of the Sacred Heart—one of 121 elementary schools, 28 secondary schools and nine special education schools and centers. In fact, the Archdiocese of St. Louis is the only one to administer its own special education schools. We believe we are the *Good News in Education!* In 2007, we decided to brand our Catholic schools with the NCEA Good News logo and we continue to build that brand today.

The Archdiocese of St. Louis values its relationship with NCEA and is grateful for the support and resources offered through all of its departments. This article addresses why we chose NCEA's "evergreen" logo and how we incorporate it in all our general marketing communications. Other dioceses may find our story useful in sharing their own good news.

In 2007, Superintendent of Education George Henry committed a significant amount of his budget to a comprehensive and integrated marketing/enrollment management plan that came to be known as "The Art and Science of Enrollment Management."

The art referred to the general marketing initiatives—billboards, print ads and radio spots. The science of enrollment management would be delivered via four-day training sessions held in



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groups of 10 to 12 parish schools at a time over a two-year period. Schools formed core enrollment management teams to be trained and the Catholic Education Office funded the training as a return on the parish's educational assessment. During the next two years, approximately 80 percent of our schools received this training in collaboration with The Advancement Counsel, a firm in Boston that specializes in Catholic school enrollment management and advancement training.

In choosing the Good News logo, we were able to adopt a national brand, take advantage of the investment NCEA had made in the brand development and channel our funds into training, support materials and general marketing strategies. Schools received tools immediately to assist them in the implementation of our new brand—the *Good News in Education!* Each parish elementary school received a personalized outdoor banner with the Good News logo and a Good News marketing kit, complete with logo CD to co-brand their schools under the general marketing logo of the Archdiocese of St. Louis.

St. Frances Cabrini Academy, a consolidated school that serves 11 inner-city parishes, is typical of the diversity that exists in our evangelizing schools. The school's students responded enthusiastically to a full-day photo shoot resulting in more than 3,000 pictures. Only one would be chosen for the billboard design and that billboard inspired an archdiocesan Catholic Schools Week activity

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in 2009 that brought all schools into the “Call on us!” message by showing their school communities raising their hands. Print ads consistently are built around the Good News logo, and our radio campaigns that raise awareness of our elementary, secondary and special education schools always end with the words, “Learn why we are the Good News in Education! Visit us at archstl.org!”

We have learned that building a brand takes time and persistence. As director of marketing and community relations, I use the Good News logo in all correspondence, Web site postings, e-mails and the archdiocesan marketing newsletter, The e-Vangelizer, which is available via links on the Catholic Education Office Web page at archstl.org. Parents, teachers, students, parishioners and supporters can read about an individual school’s “good news” anytime. Good News articles can be found on the Catholic Education Office Web pages, the archdiocesan homepage and in the local Catholic newspaper, the St. Louis Review. Of course, the Good News logo is always present.

Good News is a message we desperately need—now, more than ever. Good News is scriptural—it is the Gospel message of Jesus Christ. It is our mission to bring it. There is Good News to be shared about our excellence in academic and faith formation programs. Our sports, leadership and Christian service programs regularly generate Good News. Student, teacher, administrator and board successes make really Good News. Catholic schools in the Archdiocese of St. Louis have an unlimited supply of Good News—enough to keep us going strong as we anticipate our 200th anniversary in 2018, and beyond. ●

National Distinguished Teacher 2008!
- St. Clement of Rome Catholic School Teacher Mary Sturm

Why are we the Good News in Education?



because we are...

- 7th Largest Catholic School System in the U.S.A.
- Educating 50,000 Students in the St. Louis Area
- Inviting Children into a Personal Relationship with Jesus Christ
- Recognized since 1818 for Providing Outstanding Academic Programs
- 120 Elementary Schools
- 30 Secondary Schools

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Why “Evergreen”?

The term “evergreen” is used widely in printing and public relations activities. Its inspiration comes from the evergreen tree, which maintains its leaves and color throughout the year. Likewise, an evergreen concept is good all year or throughout time. In the newspaper business, an evergreen story is one that can be held in reserve and used any time there is a need for additional copy; it is not dependent on breaking news or seasonal changes.

While the Catholic Schools Week theme and logo change annually, the Good News theme can continue from year to year. A high-resolution version of the Good News in Education logo is available upon request to momentum@ncea.org.

For information on the 2011 Catholic Schools Week theme—“Catholic Schools: A+ for America”—visit www.ncea.org. See the last pages of this issue for a National Marketing Campaign Catalog insert.

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