

**Catholic Education Marketing and Recruitment:
An Annotated Bibliography of Online Resources
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DiFilippo, D. (2000). [Catholic Schools Celebrate Success](http://www.enquirer.com/editions/2000/01/30/loc_catholic_schools.html). Enquirer Local News Service. While enrollment at Cincinnati public schools fell by over 5000 students between 1990 and 2000, the urban Catholic St. Joseph school in the West End has managed to double its student body, growing from 120 students in 1990 to 240 in 2000. The school credits its growth and success to the strong values, high academic standards, and discipline associated with Catholic education in general, as well as to a special fund supporting Cincinnati Catholic schools serving low-income students.
http://www.enquirer.com/editions/2000/01/30/loc_catholic_schools.html

Dvorak, P. (2004). [Catholic schools buck U.S. trend](http://www.washingtonpost.com/wp-dyn/articles/A3975-2004May5.html). Washington Post. A series of successful fundraising campaigns raised more than \$65 million to renovate inner-city Catholic schools in Washington D.C., resulting in a boost in enrollment. The City Center Consortium, a group of Catholic education advocates partnered with local businesses, raised the money to rescue 13 ailing urban schools.
<http://www.washingtonpost.com/wp-dyn/articles/A3975-2004May5.html>

[Gesu Nativity School](http://www.gesuschool.org)

Formerly run by the archdiocese of Philadelphia, the Gesu elementary school in inner-city Philadelphia was closed by the archdiocese in 1993 and is now operated as an independent not-for-profit Nativity School, providing Catholic education to 430 students in an impoverished area of Philadelphia. While over half the students are raised by single parents in some of Philadelphia's poorest neighborhoods, Gesu students test above the national average in reading and math, with ninety-five percent graduating from high school and seventy-five percent enrolling in college. The school owes much of its success to the efforts of entrepreneur Win Churchill who endowed a development office to raise money for the school, treating the school as it would any fledgling or middle-stage company. Due to the success of the school, enrollment numbers are steady and the school has remained open for ten years after its closure as a parish school.
www.gesuschool.org

McCarthy, M. (2004). [Expanding Church's teaching ministry within the Beltway](#). Catholic Herald.com

Metro area Catholic schools within the Arlington Diocese in Arlington and Alexandria Virginia increased enrollment after launching a comprehensive enrollment growth campaign. Existing schools in the diocese were expanded and new schools were opened. The Arlington Catholic Schools Network secured a \$25,000 grant to make a video in English and Spanish encouraging parents to choose Catholic schools. Children under the age of six, families unhappy with their children's public schools, and children of families moving into the area were targeted by the enrollment project. Parents of young children were invited to attend events and networking opportunities at the schools, and schools sponsored events for preschool aged children to help them feel comfortable in the

schools. Preschool leaders, realtors, business leaders, and human relations personnel were also invited into the schools to encourage development of a better understanding of what Catholic schools have to offer the community. Military and immigrant families were also targeted, with an emphasis on the education of parents about the availability of tuition assistance to improve affordability.

<http://www.catholicherald.com/articles/04articles/enroll0122.htm>

Murray, W. (2001). [Funding key issue on survival of inner-city Catholic schools](#). OurSundayVisitor.

The predominantly black St Peter Claver Parish in St. Paul Minnesota reopened its parish school in 2002 because its parish had grown, and church members and neighbors wanted it reopened. After a ten year door-to-door evangelization campaign by the Bishop, church membership grew from 350 households to over 800, and church members asked what services they could provide to the community, resulting in the reopening of the parish school. In Boston and Milwaukee, parishes run ongoing fundraising campaigns to support their inner-city schools. Milwaukee has two urban Catholic academies, and the schools have been helped by Milwaukee's school-choice program, which enables moderate-to-low-income parents to send their children to private schools and receive vouchers to pay for the tuition. In Boston, former Fidelity Investments fund manager Peter Lynch has spearheaded a successful scholarship campaign to support Boston inner-city Catholic schools.

<http://www.osv.com/periodicals/show-article.asp?pid=307>

Pugmire, T. (1998). [Catholic school resurgence in the twin cities](#). Minnesota Public Radio.

Urban Catholic schools in the Minneapolis St. Paul Diocese have increased enrollment despite national trends by taking advantage of education tax credits, education tax deductions, and privately funded scholarships for low-income students. Schools such as Ascension Elementary School in the inner-city survived the school closings of the '70s and '80s by adapting to their poor, mostly minority neighborhoods with heavy tuition subsidies provided by the parish.

http://news.minnesota.publicradio.org/features/199804/10_pugmiret_catholic/

Ricci, L. (2003). [Future promising for Catholic schools](#). Cdom.org

Enrollment throughout the Diocese of Memphis increased by almost 1,100 students between 1998 and 2003. Eight schools opened recently, including six Jubilee Schools, designed to serve the cities most impoverished neighborhoods. In response to the Church's plea for renewed commitment to serving the poor, a group of anonymous donors made a multi-million dollar donation to enable the Church to reopen inner-city schools. Enrollment at existing schools in the inner-city has grown substantially, as well. Four schools have added additional grade levels and several have added additional classroom space. The Memphis Jubilee initiative has received national attention as an example of the power of community support for Catholic education. Organizations and individuals from Memphis and beyond rallied to help the Jubilee schools, with individual donors, corporations, and charitable and civic organizations providing scholarships and operating costs for the schools. Memphis Opportunity Scholarship Trust, a privately

funded scholarship program founded by a group of local businessmen, provides scholarships to many of the students. The Hyde Foundation, Rotary Club, Assisi Foundation, and Austin Foundation have all provided various grants. The same meals served by Meals on Wheels are served to students to reduce expenses, and snacks are provided by the local Food Bank. Minor school repairs are made by volunteers from the Knights of Columbus and tutoring and classroom assistance are provided by the Madonna Circle and Ladies of Charity. Parishes and schools throughout the diocese have contributed library books and school supplies, and banks and homebuilders have come together to provide affordable housing opportunities for families of the children.
http://cdom.org/wtc/wtc_archives/wtc012303/wtc_pages/cover_story1.html

Steigerwald, B. (2002). [Crossroads guides city kids through Catholic high schools](#). Pittsburgh Tribune-Review.

The Crossroads Foundation in Pittsburgh runs a unique program designed to help inner-city youth attend Catholic high schools and prepare for postsecondary education. Founded, and originally funded by a single anonymous donor, Crossroads has grown from its first class of 20 students in 1988 to its largest class ever of 113 in 2004. All Crossroads students are supported by need-based scholarships ranging from \$100 to \$5,000, with intensive personal and academic counseling, as well as assistance with preparing for and choosing a college. A mix of individuals, companies and philanthropic organizations now fund the program, helping “Crossroads kids” attend seven area Catholic high schools. The majority of Crossroads students are non-white, non-Catholic, and come from impoverished families. While most Crossroads students are drawn from economically distressed inner-city Catholic grade schools, prospects for these students are bright with 96% of program participants graduating from high school and 94% receiving some form of postsecondary education.
http://www.pittsburghlive.com/x/search/s_88364.html

Woods, J. (2000). [Here to serve](#). Catholic New York.

Catholic school enrollment in the Archdiocese of New York City rose steadily from 1994 to 2000. Under the direction of Cardinal O’Connor the total number of students enrolled in 2000 rose to 110,176 an increase of almost 700 from the 1998-99 school year. While the increase can be attributed in part to favorable demographic factors, it is also the result of a vigorous marketing program designed to educate parents about the value of a Catholic education. Far from catering only to middle and upper class families, the archdiocese runs 116 schools in impoverished inner-city areas, with 52 percent of its students coming from racial or ethnic minority groups. Focus groups helped to identify reasons that Catholic parents were not sending their children to Catholic schools, then marketing programs were tailored to counteract the negative perceptions of parents, many of which were inaccurate or unfounded. To help pay the teachers' salaries, keep tuition within the reach of families, and control the amount that parishes pay toward their schools' operations, the cardinal meets with potential benefactors, Catholics and others, at fund-raising receptions to plead for assistance.
<http://cny.org/archive/ft/f3011300.htm>