

Recruitment, Retention, and College Access in Catholic Education
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The following list is intended as a discussion and idea generator for developing a comprehensive plan for improving college access through expanding participation in Catholic education, improving retention in Catholic education from elementary to secondary levels, and adding college-access programming and focus at all levels.

- Provide college access contract services, especially at the middle-school level
- Cultivate home-school audiences, especially for high school recruitment
- In marketing efforts, tout success with boys, low-income, minority, and immigrant populations
- Increase use of education vouchers
- Identify diocesan elementaries as “college-prep academies;” add college preparatory components (college visits, college and career plans, college fairs)
- In high schools, add dual enrollment component with tuition scholarships.
- Obtain 100 percent enrollment of eligible seventh- and eighth-grade students in Twenty-first Century Scholars Program
- Seek grant funding to enable expanded or improved services to target populations
- Create parent transition councils to assist students and families in moving from elementary to secondary school
- Create parent recruitment/marketing committees – provide tuition discounts when schools reach enrollment targets
- Recruit public elementary students (eighth graders) – direct mail?
- Engage parents in recruitment (10 percent tuition scholarship for each new enrollee)
- Develop parent involvement web
- Create elementary cadet teaching corps. of high school students from Catholic high schools
- Expand Latino outreach and engagement – Spanish language schools?
- Focus outreach where Catholics reside (Do we know?)
- Provide education updates at mass
- Establish a “lifetime tuition rate” that offers parents a guaranteed annual cost for K-12 (Note: this means amortizing the cost differential of high school over thirteen years; a \$12,000 differential adds a little less than \$1,000 to the annual cost of elementary school.) The high school tuition would remain the same (elementary tuition + <\$1,000).
- Emphasis on academic competitive teams (Chess, mathematics, Academic Super Bowl, etc.)
- Emphasize reading
- Add offerings of what publics don’t provide (art, music, physical education, foreign language).
- Strengthen curriculum through technology delivered instruction in the classroom.
- Build parish census to develop support base for school
- Provide college preparatory after school programming (test preparation, career planning, financial aid, virtual tours, etc.)
- Provide year-round school