

# School Advancement Series

## Building Relationships with Parish Families and Youth Formation Programs

# Presenters



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# What do you hope to gain?

- Ways to build relationships with young families and effectively communicate with them
- Ways to connect with these potential families
- Helping recruit these students
- Learning to build these relationships
- Key ways to communicate with the parish staff
- To improve parish relationships
- Insight on more and better ways to engage parish families
- Youth formation programs

# Attendees

- School leaders and enrollment managers
- Religious education staff
- Parish staff
- Pastors with parish schools
- Pastors without parish schools

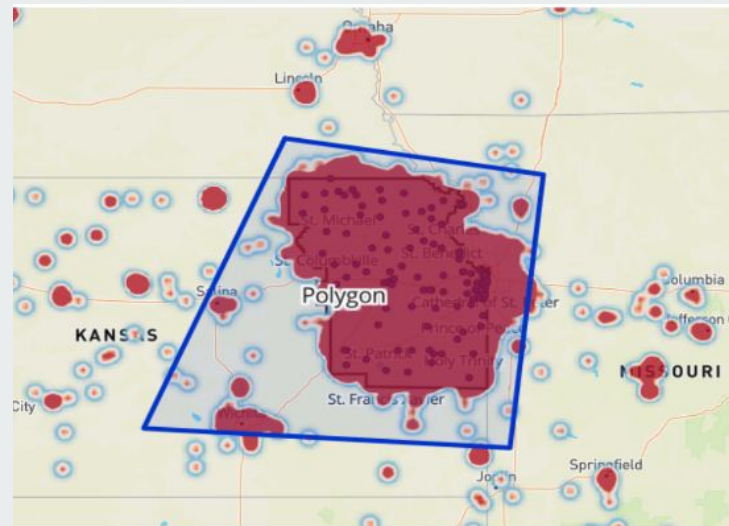
# Agenda

- I. What the Data Says
- II. Understanding Your Audience
- III. Collaborative Opportunities
- IV. Building a Strong Community
- V. Action Steps

# ArchKCK Boundaries

Year	Population	Population Change	Percent Change
2000	992,314	-	-
2010	1,119,798	+127,484	+12.85%
2022	1,226,948	+107,150	+9.50%
2027	1,261,745	+34,797	+2.84%
2032	1,300,535	+38,790	+3.07%

Over the next 10 years, the total population in the ArchKCK is projected to increase, but at a much lower rate than previous years. For example, in the ten years between 2000 and 2010, there was a 12.85% population increase. However, a 5.91% increase is expected between 2022 and 2032.



*Data pulled from Mission Insights December 2022.*

# ArchKCK Boundaries

Household Information	<u>Parishioners</u>	<u>Non-Parishioners</u>	<u>Total Population</u>
<b>CHILDREN in households</b>			
Ages 0-18	23,694	567,909	591,603
Ages 0-3	4,841	153,536	158,377
Ages 4-6	3,781	95,891	99,672
Ages 7-9	4,272	92,777	97,049
Ages 10-12	4,220	87,762	91,982
Ages 13-18	6,580	137,943	144,523

*Data pulled from Mission Insights January 2023.*

# What does it mean?

**There are 4,841 children  
ages 0-3 in our parishes.**



# What does it mean?

**There are 3,781 children  
ages 4-6 in our parishes.**

“The **first four years of life** are essential for a child's basic physical and **spiritual formation**. The child's experience during these years **establishes life-long attitudes** toward life, self, and other people.”

**Ask yourself:**

**How are we supporting  
and engaging the  
parents of our youngest  
parishioners?**

# Births

- The national average age of a mother at the time of her first birth was 26.
- The average age in Johnson County was 28 years while the average age in Wyandotte County was 23.4 years.

Birth Rates Per 1,000 Women <i>2020 data, 2030 projections</i>					
County	2020	2030	County	2020	2030
Anderson	77.1	63.9	Linn	66.8	55.4
Atchison	56.0	46.45	Lyon	49.1	40.8
Brown	78.4	65.1	Marshall	76.8	63.7
Coffey	64.3	53.4	Miami	60.9	50.7
Doniphan	53.6	44.5	Nemaha	88.6	73.5
Douglas	34.8	28.9	Osage	65.8	54.6
Franklin	61.7	51.2	Pottawatomie	77.4	64.2
Jackson	78.3	65.0	Shawnee	63.1	52.4
Jefferson	57.6	37.8	Wabaunsee	72.2	59.9
Johnson	59.2	48.6	Wyandotte	76.6	63.6
Leavenworth	66.7	55.4			

*Data pulled from March of Dimes, 2022.*

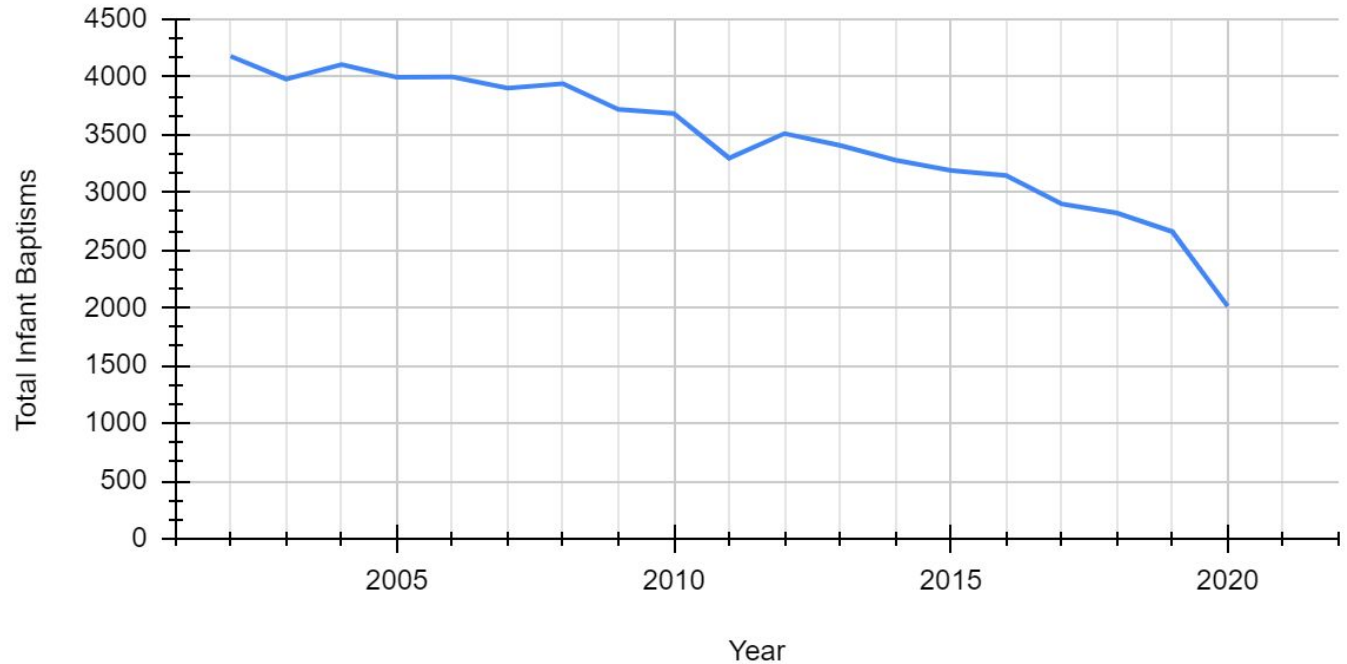
**What does it mean?**

**Fewer births =  
Fewer children =  
Fewer baptisms**

- ArchKCK infant baptisms have decreased by 40% since 2002.

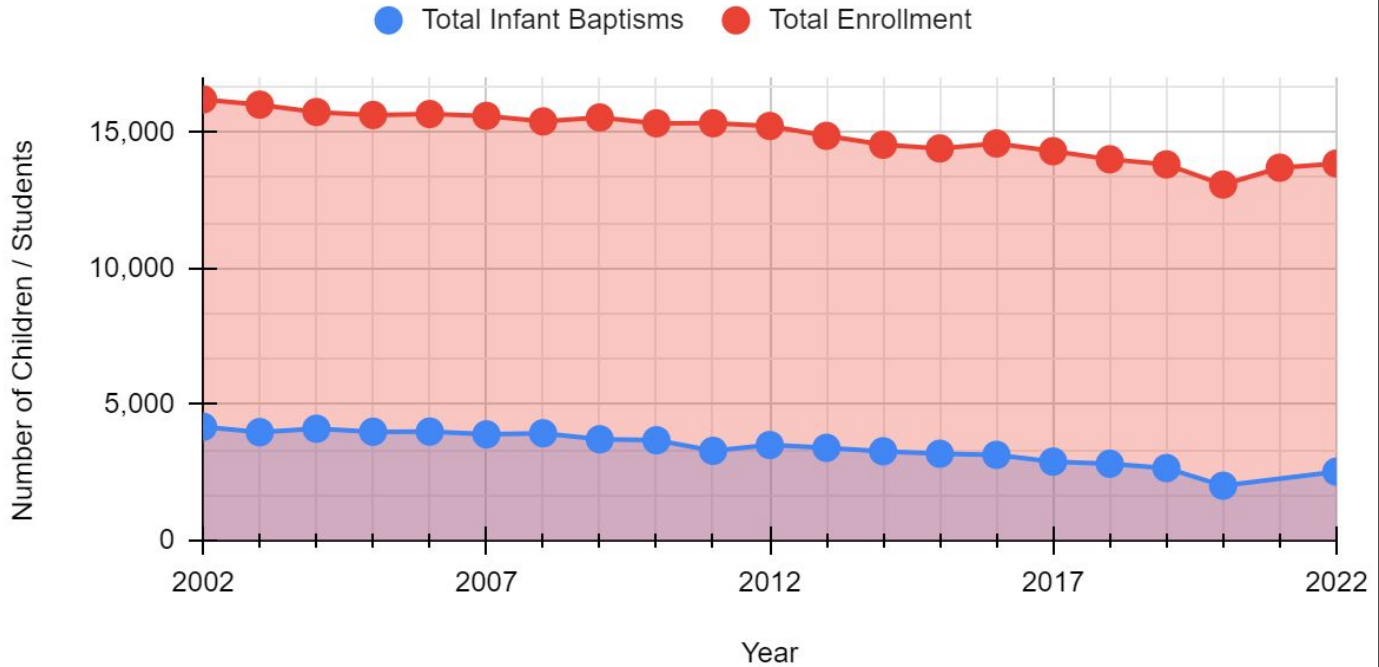
## ArchKCK Total Infant Baptisms Per Year

2002-2022 Data



# Infant Baptisms vs PK-12 Catholic School Enrollment

2002-2022



**What does it mean?**

**The schools and parishes  
are more interconnected  
than ever.**



## ArchKCK Data: 2002-2022

<b>Birth Year</b>	<b>Total Infant Baptisms</b>	<b>Confirmation Year</b>	<b>Total Confirmations</b>	<b>Percentage Confirmed</b>
<b>2002</b>	4179	2016	3233	77.36%
<b>2003</b>	3981	2017	3124	78.47%
<b>2004</b>	4107	2018	3070	74.75%
<b>2005</b>	3996	2019	2775	69.44%
<b>2006</b>	4001	2020	2540	63.48%
<b>2007</b>	3902	2021	2956	75.76%
<b>2008</b>	3940	2022	2415	61.29%

**Fewer baptisms =  
Fewer parishioners =  
Fewer children in faith  
programs**

# What We're Up Against

- Only **43%** of Americans attended a **church service** in 2022.
- **25%** of Americans are **religiously unaffiliated**.
- **37%** of now religious unaffiliated Americans were formerly Catholic.

*Pew Research 2023*

# What We're Up Against

- **53%** of Catholic Millennials only attend Mass once or twice a month.
- **21%** of Catholic Millennials seldom/never attend Mass.
- **24%** of Catholic Millennials seldom/never pray.

*Pew Research 2022*

A silhouette of a family of five (two adults and three children) walking and holding hands against a background of a sunset sky with soft clouds. The family is positioned in the lower half of the frame. A dark green rectangular box is centered in the upper half, containing the main text.

# We **HAVE** to build a strong Catholic community

The background of the slide features a soft, pastel sunset sky with silhouettes of a family (two adults and three children) walking and holding hands. Birds are also visible in the upper left corner.

**We HAVE to build a strong  
Catholic community**

**centered around relationships.**

# Relationship Building Starts Here

## Catholic School Families

## Religious Education Families

- No more schools versus religious education programs
- Both groups should look for ways to support one another
- Hospitality and invitations go a long way

# Terminology



1. **Children's Catechesis**
2. **Religious Education**
3. **School of Religion**
4. **Confraternity of Christian Doctrine (CCD)**
5. **Youth Formation Programs**
6. **Faith Programs**



**2022-2023 School of Religion Enrollment Information**

The following numbers are based on data provided by parishes to the Office for Protection and Care (Virtus training numbers) and enrollment numbers shared with the Catholic Schools Office by Directors of Religious Education.

ArchKCK Totals	
Kn - 2nd	2349
3rd - 5th	2658
6th - 8th	2678
9th - 12th	1193
<b>Total K-12</b>	<b>8878</b>

Wyandotte County Totals	
Kn - 2nd	45
3rd - 5th	147
6th - 8th	124
9th - 12th	177
<b>Total K-12</b>	<b>493</b>

Johnson County Totals	
Kn - 2nd	1000
3rd - 5th	1196
6th - 8th	1266
9th - 12th	304
<b>Total K-12</b>	<b>3766</b>

Topeka Region Totals	
Kn - 2nd	548
3rd - 5th	472
6th - 8th	446
9th - 12th	167
<b>Total K-12</b>	<b>1633</b>

Atchison Region	
Kn - 2nd	82
3rd - 5th	77
6th - 8th	50
9th - 12th	18
<b>Total K-12</b>	<b>227</b>

Leavenworth County Totals	
Kn - 2nd	108
3rd - 5th	186
6th - 8th	197
9th - 12th	30
<b>Total K-12</b>	<b>521</b>

Southern Region Totals	
Kn - 2nd	221
3rd - 5th	274
6th - 8th	299
9th - 12th	153
<b>Total K-12</b>	<b>947</b>

Northern Region Totals	
Kn - 2nd	263
3rd - 5th	240
6th - 8th	211
9th - 12th	305
<b>Total K-12</b>	<b>1019</b>

Lawrence Region Totals	
Kn - 2nd	82
3rd - 5th	66
6th - 8th	85
9th - 12th	39
<b>Total K-12</b>	<b>272</b>

*Data based on Office for Protection and Care, December 2022*

# DRE Challenges



- ❑ Teacher receptiveness to using a classroom
- ❑ Access to curriculum resources
- ❑ Student attendance / enrollment
- ❑ Parent meeting attendance
- ❑ Volunteer shortage
- ❑ Scheduling
- ❑ Access to technology

# How Schools Can Help

- ✓ **Teachers being more accepting of someone using their rooms**
- ✓ **Access to curriculum resources** - *What could we share? Are there grants?*
- ✓ **Student attendance / enrollment** - *Are we inviting school families to participate in youth groups and parish events?*
- ✓ **Parent meeting attendance** - *Can we host a social to encourage attendance?*
- ✓ **Volunteer shortage** - *Do we have high school alum that could help? Teachers? Parents?*
- ✓ **Scheduling** - *Do we touch base with the DRE when planning our calendar.*
- ✓ **Access to technology** - *Do we have a SOR-specific login they can use?*

# Reflect

- *Classrooms and bathrooms are unlocked at an appropriate time for SOR staff and students to utilize the space.*
- *School of Religion teachers are invited to School of Faith.*
- *School of Religion teachers are included in Teacher Appreciation Week.*

Self-Assessment for Schools: How Are We Doing? *Collaboration and Hospitality for School of Religion Counterparts*

Directions: Use the rubric below to score your Catholic school in the areas of sharing spaces, building relationships, and sharing resources with the parish's School of Religion program. Use this information to identify areas for growth.	Never 0 points	Sometimes 1 point	Always 2 points
<b>Sharing Spaces</b>			
Classrooms and bathrooms are unlocked at an appropriate time for School of Religion staff and students to utilize the space.			
School of Religion teachers are given a map to show the location of bathrooms, emergency exits, AEDs, and shelters.			
School of Religion has access to classrooms with enough seating to accommodate their class.			
Catholic school teachers leave a welcome message at the beginning of the year for the School of Religion staff and students.			
School of Religion teachers have a designated place to store their materials (e.g. books, pencils) in the classroom or other designated space in the building.			
There is a designated bulletin board for School of Religion to use to share information with parents and students.			
The school communicates with the Director of Religious Education when creating the calendar to avoid schedule conflicts.			
School of Religion teachers have access to thermostats and fans.			
Desks and classroom spaces are clean and welcoming on formation nights.			
Our teachers and students are willing to arrange the desks and chairs to best suit School of Religion to help save them time (e.g. not stacking chairs, moving desks, picking up trash off the floor, clearing desks, erasing the board).			
Sharing Spaces Total Score:			/ 20
<b>Building Relationships</b>			
Students from both programs have opportunities to interact (e.g. pen pal program, leaving notes on the board, picnic day).			
School of Religion families are invited by the principal to participate in Catholic school events (e.g. Open House, Trunk or Treat).			
At the beginning of the year, School of Religion teachers are invited to a social gathering with Catholic school teachers.			
School of Religion teachers are included in the annual Teacher Appreciation Week.			
The Catholic school encourages families to participate in parish youth formation (e.g. youth group, mission trips, service days, etc.) even if they are enrolled in Catholic school.			
School of Religion families are included in the schools' Mass intentions and prayer requests, just like school families.			

# Class Involvement

- **Students:** Write a riddle or joke on a piece of paper and leave it on your desk. See if the other students can solve it.
- **Teachers:** Set up a pen pal program between school and SOR students. Leave letters, notes, or drawings.
- **Teachers:** Create a “happy to share” container with extra supplies.
- **Students:** Write the first line of a prayer. Leave it for the other students. They will add a line. Go back and forth until you’ve created a prayer together.

## Building Relationships

Each week, select a box at random. Use the prompt to help build a positive relationship between the school and parish religious education programs.

<b>Students:</b> Write a riddle or joke on a piece of paper and leave it on your desk. See if the SOR students can solve it!	<b>Teachers:</b> Ask for the names and birthday month of the SOR students in your room. Create a card for them.	<b>School Leaders:</b> Create an Ambassador Group or have Student Council greet SOR students at the door and help them find their classroom.	<b>Teachers:</b> Have a welcome binder that includes any needed passwords (e.g. Wifi), locations, directions to the bathroom, and so forth!
<b>Teachers:</b> Next time your class leads Mass, include SOR students and families in the intentions.	<b>Teachers:</b> Setup a pen pal program between school and SOR students. Leave letters, notes, cards, or drawings on the desks.	<b>Students:</b> Think of something funny that happened today. Draw a comic to share with SOR!	<b>School Leaders:</b> Invite DREs to the school's next faith formation or professional development day.
<b>School Leaders:</b> Have a reception in the evening or on the weekend so students can meet their SOR counterparts.	<b>Teachers:</b> Identify an area in the classroom where SOR is welcome to leave books, pens, and other materials.	<b>Teacher:</b> Make a welcome sign and have all of the students sign it. Encourage SOR students to sign it as well.	<b>Students:</b> Leave an inspirational quote or Bible verse on your desk to share.
<b>Teachers:</b> Write a welcome message on the board. Invite students to sign their names.	<b>School Leaders:</b> Designate a bulletin board in the hallway for SOR. Encourage listing students' names and pictures.	<b>Teachers:</b> Ask the DRE to share a classroom floorplan. During the last 5 minutes of class, have students rearrange the furniture to meet SOR needs.	<b>School Leaders:</b> Have a special event coming up? Leave flyers on the classroom desks, specifically inviting SOR families to join!
<b>Students:</b> Write the first line of a prayer. Leave it for the SOR student to add to. Go back and forth line by line, until you have a prayer that you can share.	<b>Students:</b> Write down 10 questions you would like the SOR student to answer about themselves. Include your answers to the questions, too!	<b>School Leaders:</b> Have a user login (I will work) for the DRE and SOR volunteers so they can use the screens.	<b>Teachers:</b> Create a “happy to share” container with extra supplies that SOR may need (e.g. pens, wipes, paper).



# School Challenges

- ❑ Opportunities to share information about the school
- ❑ Parish data
- ❑ Communication between school and parish staff

# Schools & Religious Education Programs



## Resource Sharing

- Physical spaces
- Storage
- Curriculum materials
- Technology
- Subscription information
- Roster information
- Program information

# Schools & Religious Education Programs

## Tag-Teaming

- Co-hosting special events
- Parish event promotion
- Volunteer and staffing recruitment
- Purchases
- Marketing
- Fundraising
- ***Audience engagement and community building***



# Together: Know Our Audience

## HOW

- Survey
- Focus Groups
- Meetings
- Polls
- Registrations
- Logs

## WHAT

- Ages
- Marital status
- Parent status
- Values
- Priorities
- Interests
- Background
- Language
- Work Schedule

## WHY

- Method of communication
- Activities
- Special events
- Topics
- Scheduling

# Action Item #1

## Assess and reflect on the relationship between:

- The school and parish families
- The school and parish leadership
- The school and religious education program families
- The school and religious education program leadership

## Ask yourself:

- What are we doing well?
- Where can improvements be made?
- Who needs to be involved in this conversation? **BUY-IN IS ESSENTIAL.**
- What could we do together?
- Schools may use this [Self-Assessment](#)

# Action Item #2

## Learn more about your audience.

- Use Google Forms or Survey Monkey to send out a poll/survey to parishioners. *What do they want? What do they value?*
- Look at your social media to determine what people are looking at and interested in.
- Reach out to the Office of Stewardship and Development (parishes) or Felicia Holcomb (schools) to request your Mission Insights information.

# Action Item #3

**Come up with a communication / engagement plan for expecting parents and parents with young children.**

- Regular mailings - birthdays, baptisms, baptismal birthdays, Christmas, Easter
- Special petition at Mass - invite them to attend
- Call to offer a tour: preschool, playground, "cry room," bathrooms, etc. (conduct an audit first - are we family friendly?)
- Use Mailchimp or Flocknote for parenting newsletter

# Action Item #3 *Continued*

- Host an event just for these families:
  - Mom and baby Bible study
  - Monthly Mass for families with infants/toddlers
  - Informational nights - Catholic parenting, finding a doctor for your family, understanding developmental stages
- Purchase a gift - rosary, prayer card, board book, t-shirt
- Create parent mentor programs

# Action Item #4

**Look at your calendar. Determine if you are creating engaging *and* fun opportunities for each of your audiences.**

- Infants
- Toddlers
- School-aged children
- Teens
- Parents, married
- Parents, single
- Grandparents
- Great-grandparents
- Guardians
- Retirees
- Working individuals
- Families (parents + children)
- Spanish-speaking individuals

# Action Item #5

## Create special events and groups for the entire community.

- Themed Mass (e.g. Children's Mass)
- Picnic
- Bingo
- Parent date night
- Church tour
- Catholic teachings special topic (City on a Hill)
- Movie screenings
- "Modesty Fashion Show"
- Book swap, free library
- Garden group
- Morning walkers
- Support groups - parenting, single parents, grandparents raising kids, parents with teenagers, parents new to the area

# Action Item #6

## Use social media to show how *amazing* your community is.

- NEVER make a post without including a picture or video.
- Post on social media at least 2 times per week.
- Tag, tag, tag! Schools should constantly tag the parish in their post and vice versa. Like each others' content. Repost/share/retweet.
- Utilize private groups on Facebook for adults - parishioner or parent page (let them ask questions and share information) SOR parents, soon-to-be parents, and so forth.



# Action Item #7

## Tap into people's skills and interest by forming committees.

- Welcoming committee
- Social committee
- Mentor committee - parents, couples, students, new to the area
- Beautification committee
- Social media committee

**Parishes - list the school and specific programs on the interest inventory (substitute teaching, kitchen helper, librarian, beautification committee)**

**Schools - list parish suppers, altar society, grounds cleanup, committee member on an interest inventory asked of all new families**

# Share - Make Your Life Easier

Communication	Marketing & Design	Sharing & Data
<ul style="list-style-type: none"><li>● <a href="#">Flocknote</a> - text messages, emails, rosters</li><li>● <a href="#">School Messenger</a> - mass phone calls, text messages</li><li>● <a href="#">Proprio</a> - translation</li><li>● <a href="#">Mailchimp</a> - emails</li><li>● <a href="#">Constant Contact</a> - emails</li><li>● <a href="#">Survey Monkey</a> - surveys</li><li>● <a href="#">Mobile Up</a> - create your own app</li><li>● Setup online registrations and contact forms</li></ul>	<ul style="list-style-type: none"><li>● <a href="#">Canva</a> - shared account for graphics / flyer creation</li><li>● <a href="#">eCatholic</a> - utilize same platform for website</li><li>● <a href="#">Meta Business Suite</a> - Facebook and Instagram cross posting</li><li>● <a href="#">Hootsuite</a> - all social media posting</li><li>● Google Business, Niche, Yelp, Facebook - online reviews</li></ul>	<ul style="list-style-type: none"><li>● <a href="#">Educonnect</a> - SOR Version for rosters and logging (Contact Tim Hannon)</li><li>● <a href="#">Google Analytics</a> - users, engagement, clicks</li><li>● <a href="#">Mission Insights</a> - parish demographic data (Contact Terri Lynn)</li><li>● Google Drive, Docs, Sheets, Google Workspace - cloud spaces</li><li>● <a href="#">Little Green Light</a> - database for donors, alternative uses</li></ul>

# Resources

- [Self-Assessment for Schools: How Are We Doing?](#) (pdf)
- [ArchKCK Children and Households Summary](#) (OCS ArchKCK, 2022)
- [Building Relationships Grid: Schools and Religious Programs](#) (pdf)
- [School of Religion Families Survey](#) (doc, English and Spanish)
- [School of Religion Families Survey](#) (Google survey, English)
- [School of Religion Families Survey](#) (Google survey, Spanish)
- [Welcoming Hispanic Families: Addressing Stereotypes and Embracing Cultural Diversity](#) (slide deck)
- [The Disciple Maker Index Survey for Parishes](#) (pdf)
- [Sample Parish Time and Talent Sheet](#) (pdf)
- [Online Parishioner Registration Form and Time/Talent Sheet](#)

# Resources

- [Engaging Millennials: Marketing Strategies](#)
- [How Millennials Want to Work and Live \(Gallup, 2022\)](#)
- [Marketing Strategies 101](#) (slide deck)
- [30-day social media content calendar](#) (doc)
- [Social media network demographics](#) (pdf)
- [Calendar templates for schools and parishes](#) (doc)
- [22-23 Religious Education Enrollment Total by Region](#)

# Questions?



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# School Advancement Series

## Grant Writing 101: *Creating Reusable Content*

**July 18, 2023**

**10:00 - 11:30 AM**

**at Good Shepherd Catholic School**