



Catholic Schools
ARCHDIOCESE OF KANSAS CITY IN KANSAS

SCHOOL ADVANCEMENT CONFERENCE

Day 1: May 28, 2026

Day 2: May 29, 2026

Propel Your School Forward
Relationships + Vitality + Sustainability

EVENT SPONSORS

Thank you to our sponsors for their support of the conference and Catholic education!



Thank you to Bishop Miede High School and its staff for helping make this conference possible.

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WELCOME

The Archdiocese of Kansas City in Kansas Office of Catholic Schools warmly welcomes you to our third annual Catholic School Advancement Conference!

This year, we are grateful to gather school leaders, advancement professionals, pastors, educators, and supporters from across Kansas and Missouri (and beyond!) who share a common mission: ensuring Catholic schools remain strong, sustainable, and centered in Christ.

Catholic school advancement is about far more than enrollment, fundraising, or marketing alone. It is about telling the story of Catholic education, building meaningful relationships, and creating opportunities for our schools to flourish for generations to come. Through collaboration, innovation, and shared experiences, we strengthen not only our individual schools, but the entire mission of Catholic education.

We hope this conference provides you with practical strategies, fresh ideas, and renewed inspiration for the important work you do each day. Most importantly, we hope you leave encouraged by the knowledge that you are part of a community deeply committed to forming disciples, serving families, and advancing the mission of the Church.



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Jane Rall
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OCS TEAM

Dr. Vince Cascone
Superintendent

Kirsten Wondra
Associate Superintendent

Dr. Lorenzo Rizzi
Associate Superintendent

Felicia Holcomb
Consultant for Marketing and Enrollment Management

Jane Rall
Consultant for the School Advancement Program

Amy Lanham
Office and Research Data Manager

Dominica Gaito
Administrative Assistant



CONFERENCE GOALS

1. I will develop a deeper understanding of how strategic advancement planning supports long-term school growth, mission alignment, enrollment stability, and financial sustainability.
2. I will strengthen my ability to build, steward, and sustain meaningful relationships with current families, alumni, parishioners, donors, and community partners to advance the mission of my school.
3. I will evaluate my school's current advancement efforts and identify opportunities to create more integrated systems for enrollment, marketing, development, communication, and community engagement.
4. I will collaborate with fellow Catholic school leaders and advancement professionals to share ideas, challenges, and solutions that strengthen Catholic education across dioceses.

MY GOALS

DAY 1 SCHEDULE

7:30 – 8:15 AM	Mass, Presider: Archbishop Shawn McKnight <i>Bishop Miege High School Chapel</i>
8:00 – 8:30 AM	Check-in, Light Breakfast <i>Entrance and Cafeteria</i>
8:40 – 8:50 AM	Welcome and Introductions <i>Felicia Holcomb and Jane Rall</i> <i>Auditorium</i>
8:40 – 9:25 AM	Catholic Schools as Centers of Evangelization, <i>Archbishop Shawn McKnight</i> <i>Auditorium</i>
9:30 – 10:20 AM	Breakout Session #1
10:30 – 11:20 AM	Breakout Session #2
11:30 – 12:20 PM	Breakout Session #3
12:20 – 1:20 PM	Lunch, Networking, Vendor Booths
1:30 – 2:20 PM	Breakout Session #4
2:30 – 3:20 PM	Breakout Session #5
3:20 – 3:25 PM	Wrap Up / Conclusion <i>Remain in Breakout Session #5 Room</i>
3:25 – 4:30 PM	Happy Hour, Social, and Games <i>Gym Foyer</i>

For locations of your selected breakout sessions,
please refer to your session page given to you at check-in.

DAY 2 SCHEDULE

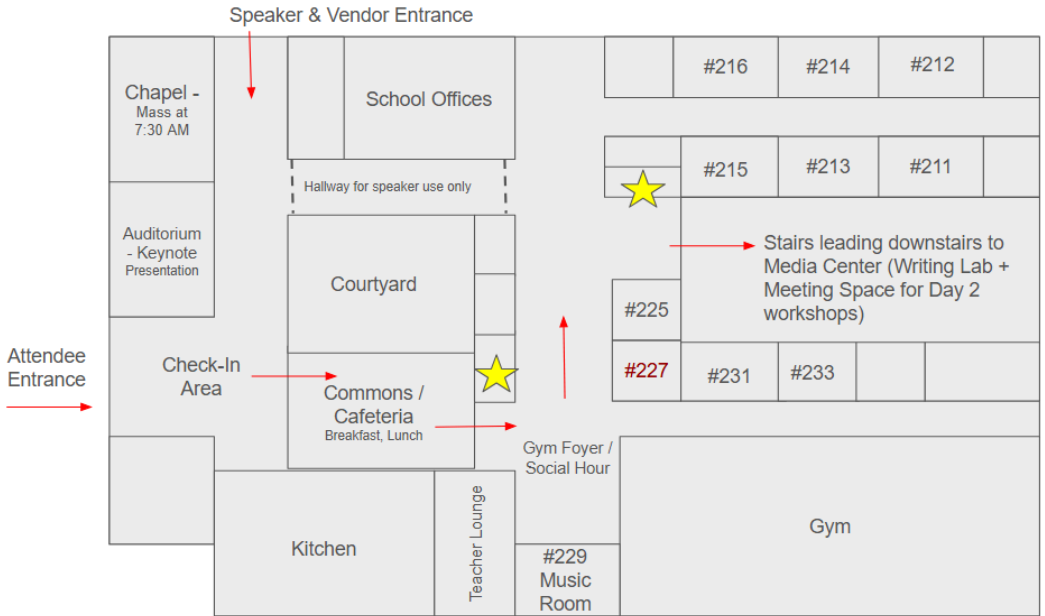
8:00 - 8:30 AM	Check-in, Light Breakfast <i>Entrance and Cafeteria</i>
8:30 - 9:25 AM	Workshop #1, 1:1 Meeting, or Work Time
9:30 - 10:25 AM	Workshop #2, 1:1 Meeting, or Work Time
10:30 - 11:25 AM	Workshop #3, 1:1 Meeting, or Work Time
11:25 - 12:00 PM	Networking, Work Time

1:1 meetings can include small groups or personnel / volunteers from the same school. During the event, any unreserved 25-minute time slots will be available for walk-in meetings.

***On Day 2, please check the classroom doors for posted availability and open time slots.*

For locations of your select workshops and 1:1 meetings,
please refer to your session page given to you at check-in.

SCHOOL MAP



Have a question?

The Office of Catholic Schools Team
and Bishop Miege High School students are
happy to assist you.

ACTIVITIES

LUNCH

Stop by the cafeteria for your grab-and-go boxed lunch. Options are:

- Turkey sandwiches
- Ham sandwiches
- Caesar salad
- Cobb salad

Sandwiches come with a fruit cup, chips, and cookie. Salads come with a cookie.

**For those that listed dietary restrictions on their registration, please see a staff member.*

After you grab lunch, feel free to head to any space that works for you.

Classrooms, the cafeteria, and the courtyard will all be open for seating. Use this time to connect with others in similar roles, catch up with teammates, or simply take a well-deserved break.

HAPPY HOUR

After a full day of learning, join us for a relaxing happy hour from 3:25 - 4:30 PM, sponsored by **Prenger Solutions Group**.

Unwind with cornhole, giant Jenga, and giant Connect Four—or simply enjoy great food and conversation.

Beer, wine, and other beverages will be available. Appetizers will include BBQ meatballs, bruschetta, cookies, fresh fruit, and veggie pinwheels.

VENDORS

In between sessions, during lunch, and during the social happy hour, stop by the various vendor booths to learn how they can support your advancement efforts.

Vendors include:

- CCS Fundraising
- Circadia
- Contract Furnishings
- Cuervo Media
- FACTS
- Fiat Development Consulting
- Finalsite
- Office of Stewardship and Development of the Archdiocese of Kansas City in Kansas
- Sisters of Charity of Leavenworth / University of Saint Mary

KEYNOTE

CATHOLIC SCHOOLS AS CENTERS OF EVANGELIZATION



Archbishop Shawn McKnight *Archdiocese of Kansas City in Kansas*

Archbishop Shawn McKnight was born in 1968 in Wichita, KS, and graduated from the University of Dallas in 1990 with a Bachelor of Science degree in biochemistry.

Following his admission as a seminarian, he graduated from the Pontifical College Josephinum Seminary in Columbus, OH, with Master of Arts in Theology and Master of Divinity degrees. He was ordained a priest for the Diocese of Wichita on May 28, 1994, after which he was assigned as associate pastor at Blessed Sacrament Parish in Wichita.

After receiving his Licentiate in Sacred Theology from the Pontifical Athenaeum of St. Anselm in Rome in 1999, he successfully defended his dissertation at the Athenaeum in May of 2001 and was awarded a

Doctor of Sacred Theology in Sacramental Theology (S.Th.D.). Following his doctoral studies, he served as a chaplain and visiting scholar at Newman University, Wichita, pastor of St. Mark the Evangelist Parish in Colwich, Kansas, and as the Director of the Office of Worship for the diocese.

In July of 2003, he was appointed to the faculty at the Pontifical College Josephinum, where he taught graduate courses in liturgy, homiletics and dogma. While on the faculty, he served in the administrative positions of Director of Liturgy, Dean of Students, Director of Formation and Vice President for Development and Alumni Relations.

In May of 2008, he was appointed pastor once again at Blessed Sacrament Parish in Wichita before his appointment to the United States Conference of Catholic Bishops in July 2010, serving as the Executive Director of the Secretariat of Clergy, Consecrated Life and Vocations, until his appointment as Pastor of Church of the Magdalen in Wichita in July 2015.

On November 21, 2017, Pope Francis named him the fourth Bishop of Jefferson City, and he was ordained and installed on February 6, 2018.

On April 8, 2025, Pope Francis named him the fifth Archbishop of Kansas City in Kansas, and he was installed on May 27, 2025.

DAY 1: BREAKOUT SESSION 1

9:30 – 10:20 AM

360° Grant Development – *Jo Weller, Managing Director at the Brown Family Foundation – Kansas City*

Most grants fall short not because of writing, but because the strategy isn't clear. Learn how to align mission and vision with measurable benchmarks and actionable tasks to build a focused micro-strategic plan that inspires funder confidence. Walk away with practical tools to strengthen your approach, with an optional Day 2 workshop to apply the work.

Amplify Your School's Mission on Social Media – *Sarah McCambridge, Marketing Director at Bishop Miege High School*

If you're running social media for a school, chances are it's just one of many hats you wear. This session is built for you. We'll dig into how to make social media manageable and effective with the time you have. This session explores how to turn everyday moments into compelling social media content that strengthens your brand and mission. Every school has powerful stories. The challenge is telling them in a way people will see, feel, and share.

Building a Culture of Stewardship: How Involvement Leads to Investment – *Michael Barvick, Senior Partner at Partners in Mission*

Making the ask is only one part of a successful advancement strategy. Growing your school or institution's philanthropic support depends on building lasting relationships with your benefactors. In this session, participants will learn ways to engage with donors before, during and after making a solicitation in order to bring them closer to your mission and ensure they increase their investment both now and into the future.

DAY 1: BREAKOUT SESSION 1

9:30 – 10:20 am

Getting Better at Getting Better: Data for Mission-Driven Growth – *Kirsten Wondra, Associate Superintendent for the Archdiocese of Kansas City in Kansas*

Grounded in improvement science, this session will explore practical ways to identify the right problem, study variation, test small changes, and measure what matters most. Participants will leave with simple tools – including driver diagrams, process measures, and continuous improvement strategies – that help school leaders move from data collection to action in advancement and long-range planning.

Telling Your School's Story: Campus Tours That Connect with Families – *Tracy Smith, Admissions Consultant at FACTS*

A campus tour should do more than show classrooms – it should communicate who you are and why your school matters. This session will help you refine your tour so it clearly reflects your Catholic identity, community and culture. You'll walk away with clear guidance on what to stop doing, what to start doing, and simple, proven strategies to help your tours feel intentional, welcoming, and aligned with your school's mission.

DAY 1: BREAKOUT SESSION 2

10:30 – 11:20 AM

Building a Thriving Advancement Culture in Elementary Catholic Schools – *Mary Carter, Principal at St. Francis of Assisi Catholic School*

Advancement is vital to the sustainability and mission of elementary schools. This session shares practical strategies to strengthen engagement, increase giving, and build community through Day of Giving campaigns, Impact Reports, and events like Grandparents Day. Learn how to tell your school's story with purpose, inspire generosity, and implement a simple, year-long communication plan. Ideal for leaders managing multiple roles, this session offers clear, adaptable tools to grow a culture of stewardship and support.

Co-Responsibility in Mission: Pastors, Principals, Boards, & Families as Partners – *Fr. Matt Nagle, Pastor; Andrea Hillebert, Principal; Dan Spindler, Facilities Committee Chair at Mater Dei School*

The Catholic Parochial school is the tried and true way we partner with our parents to pass on the Catholic Faith to the next generation. And it must be a partnership between parents, parish, and school. In this session, we will talk about how we work together to advance our mission, to understand differing needs and priorities to create a leadership system that values honest feedback, honors different perspectives, and views healthy conflict as a positive part of the decision-making process.

Five Communication Tactics Catholic Schools Can Start Tomorrow: Connecting with Spanish-Speaking Parents – *Norberto Ayala Flores, Puente Marketing*

You may already know why engaging Hispanic families matters — demographics, culture, and mission. We'll focus five practical tactics your school can implement in the next 30 days, no big budget required.

DAY 1: BREAKOUT SESSION 2

10:30 – 11:20 AM

Hospitality: One Heart, One Mind – *Maureen Engen, Principal; Mike Riley, President at Bishop Miege High School*

Hospitality is not a strategy- it is a reflection of the Gospel. We welcome others as Christ welcomes us. Hospitality is evangelical. The way we greet, listen, and accompany others becomes a witness to Christ's love. Every adult in the building owns hospitality. It is not just the admissions. First impressions matter. Greet immediately. Ask someone's name. Remember it. Make eye contact. A smile communicates that you belong here. Hospitality means presence. Help people feel seen.

Is Your Admissions Process Working for You or Against You? – *Tracy Smith, Admissions Consultant at FACTS*

If admissions feels reactive instead of strategic, it may be time for a reset. This session invites you to take an honest look at your prospect plan, website, and application process through the eyes of today's families. We'll discuss how schools attract and engage prospective families, how timelines influence decisions, and how your application can support mission alignment--not just data collection. You'll leave with practical ideas you can apply right away.

More Than Just a Video – *Michael McGlinn, Founder at Sistine Films*

Since 2010, Michael has specialized in creating gala and admissions films for Catholic schools, from elementary campuses to universities. In this session, he will share the creative and production processes behind films that strengthen messaging, inspire audiences, and move donors to action. Through real-world examples and practical insight, attendees will discover how to create stories that stay on budget, on time, and deliver lasting impact, with time included for Q&A.

DAY 1: BREAKOUT SESSION 3

11:30 AM - 12:20 PM

Annual Appeal - Looking Ahead to the Education Freedom Tax Credit - *Bill Maloney, President at Fiat Development*

An annual appeal for a Catholic elementary school is often an overlooked strategy for raising funds. It is, however, a very cost-effective way to raise funds and to broaden your development program. Come learn why an annual appeal is important and some strategies to get started. Added bonus - let's talk about how we can maximize the impact of the Education Freedom Tax Credit that will begin in 2027.

Cultivating Lifelong Supporters: A Strategic Approach to Alumni Engagement - *Meghan Davison, Executive Vice President at CCS Fundraising*

Alumni are one of your school's most powerful and often underleveraged resources — but staying connected over the years takes intentionality and the right data foundation. This session will equip Catholic school advancement professionals with practical strategies for finding, reconnecting with, and engaging alumni at every stage. From database best practices to segmentation and outreach, you'll leave with a clear framework for turning alumni relationships into mission-driven giving and long-term sustainability for your school.

Foundations of Digital Trust: Connecting Families to Your Mission Through SEO - *Eduardo Godinez, Chief Storyteller at Cuervo Media, Inc.*

Visibility is a matter of stewardship. This session moves beyond technical jargon to focus on Digital Trust, which is the art of ensuring your organization is found by those who need your mission most. We will explore how search engines view your authority and how strategic shifts in your digital infrastructure ensure your story reaches the right audience.

DAY 1: BREAKOUT SESSION 3

11:30 AM – 12:20 PM

Guiding Benefactors through the Different Stages of their Philanthropic Life Cycle – *Michael Barvick, Senior Partner at Partners in Mission*

Join this discussion to learn how schools can guide donors through a journey of awareness, engagement, investment, and advocacy. We will discuss the different stages of the donor lifecycle and what actions advancement volunteers and professionals can take at each stage that deepen trust and long-term support for Catholic education.

Onboarding New Staff Members and Creating an Orientation Handbook – *Kathleen Wallace, Program Director at Holy Trinity Early Education Center*

In this session, attendees will review best practices for onboarding new staff members and find new strategies for creating an onboarding process that's organized, effective, and promotes staff retention.

DAY 1: BREAKOUT SESSION 4

1:30 – 2:20 PM

Catholic School Website Essentials: What to Include and How to Keep it Fresh – *Caitlin Casey, Associate Sales Consultants at Finalsite*

With so many school options out there, today's families need information that is quick to find, addresses their pain points, and leads them to the next step. How can you ensure your website meets its goal to spread the word about your school, bring new right-fit families into your community, and keep your current families engaged as volunteers, donors, and brand ambassadors? Our session focuses on easy-to-implement suggestions and long-term strategies for your website's success. Bring your questions!

Events that Shine and Don't Break the Bank – *Ellen Riley, Director of Development; Mary Arcos, Director of Marketing and Enrollment at Resurrection Catholic School*

Learn how to design fundraising events that truly reflect and engage your unique community. This session will highlight practical strategies for maximizing existing resources, building on what you already have, and creating meaningful experiences without unnecessary costs. Discover how to be intentional with planning so you can reduce expenses while increasing impact. Walk away with ideas to help you get the biggest return on your efforts--bringing in more support for your organization while spending less.

How Principals Set the Tone and Culture of a School and Its Role in Retention – *Andrea Hillebert, Principal at Mater Dei Catholic School*

Your school has a Mission Statement. You've crafted a Vision. You know "the words" that define your school. (And if your school doesn't have those - yet - we'll talk about how to form them). This session begins with the premise that the most impactful step a principal can take is ensuring that every decision, every action, every discussion comes back to: This is who we are. This is what we do. It is the exact opposite of limiting. It allows your school to grow with intention and authenticity. And that authenticity is what people feel when they walk in the doors.

DAY 1: BREAKOUT SESSION 4

1:30 – 2:20 PM

Marketing through Change: Print and Snal Mail to Digital and AI – *Steve Johnson, Director of Marketing at Benedictine College*

With more than 45 years of experience in marketing and public relations, including 22 years in higher education, Steve Johnson will take attendees of this session through the movement, speed and effectiveness of marketing initiatives from print and standard mail to email, text messaging, social media and now artificial intelligence.

The Order of Things Matters: Why a Strategic Plan Should Proceed Action – *Andy Tylicki, President; Dr. Shane Rapp, Principal; and Sam Rockford, Director of Educational Programming*

Do you feel like you're building the plane while you fly it? Do you find yourself in "ready, SHOOT, aim" mode? If so, learn how a strategic plan can help your organization find its way. This session will focus on what goes into a strategic plan, how it can guide and focus your decisions, and how it can change the trajectory of your school.

Space Planning and Concepting: The Anatomy of a Space Planning Project – *Chris Fay, President and CEO of Contract Furnishings*

Whether you are designing a new space, looking to reconfigure an existing space, or simply hoping to refresh the look of a space, the ability to successfully concept, plan, and budget is crucial. This class provides an analytical overview of the key steps, resources, and timelines associated with a space planning project. We will cover best practices for gathering concepts & ideas, estimating costs, and projecting timelines for the successful execution of a project.

DAY 1 BREAKOUT SESSION 5

2:30 – 3:20 PM

Building a Culture of Leadership - *Dr. Vince Cascone, Superintendent of Schools in the Archdiocese of Kansas City in Kansas*

This session is suited for principals, presidents, and pastors, focusing on how to see the talents and gifts of those with whom you work. We will discuss how to mentor these individuals and create opportunities for them to develop as leaders.

First Impressions Matter: What Prospective Parents See...and Never Forget - *Felicia Holcomb, Consultant for Marketing and Enrollment Management at the Office of Catholic Schools*

You get 7 seconds to prove your school is safe, welcoming, and worth it. Every detail- from the front door to the office team- makes or breaks that first impression. Join this session for quick, proven strategies to nail that moment, boost enrollment, and build lasting trust.

Grant Champs: From Good to Great on Every Common Grant Question - *Thom Fox, Principle Consultant at Why Wise Fundraising*

Wonder how your submission will ever stand out in the pile of proposals on that foundation program officer's desk? Your information probably isn't much different than those of your competitors, but your APPROACH can be! Almost every grant application asks for the "Elemental Eight" pieces of information: Need Statement, Program Description, Target Population, Sustainability, Capacity, Outcomes, Budgets and Attachments. This session will offer advanced techniques and easily-incorporated strategies for all of them, taking every answer to a championship level.

DAY 1: BREAKOUT SESSION 5

2:30 – 3:20 PM

Growing the Mission: Endowments as a Tool for Lasting Impact – *Derek Lyssy, Executive Director at the Catholic Foundation of Northeast Kansas*

Many Catholic school leaders are unsure how endowments work or whether they are realistic for their communities. This session provides a clear, practical overview of what endowments are, how they differ from other funds, and why they matter for long-term sustainability. Participants will learn how endowments support mission-driven priorities, strengthen advancement efforts, and create lasting impact. The session also outlines simple, achievable steps schools can take to begin building an endowment with confidence and clarity.

Moving Event Attendees to Ongoing Supporters – *Lisa McKelvey, Director of Stewardship and Development*

Learn how to take event attendees and connect them with your mission, growing them into sustained regular donors supporting every aspect of your mission.

Shepherding Our Schools with Hope: Wisdom from Pastors Walking the Journey – *Fr. Oswaldo Sandoval, Fr. Carter Zielinski, and Fr. Scott Wallisch*

Join a panel of experienced pastors as they share honest insights, practical wisdom, and lessons learned while leading and supporting Catholic schools through seasons of growth, challenge, and renewal. Rooted in mission and guided by hope, this conversation will explore how pastors can strengthen school vitality, build strong parish-school relationships, and foster a culture where Catholic education thrives.

DAY 2: WORKSHOP 1

8:30 – 9:25 AM

Federal Tax Credit Scholarship Information Session - *Debbie Herrman, Scholarship Program Director; Vince Anch, Executive Director at Catholic Education Foundation - Kansas*

The Educational Choice for Children Act (ECCA) is a federal tax credit program that will be available to all Archdiocesan schools starting January 1, 2027. This session will provide an overview of the program, as well as information on how your school can get the most out of this opportunity, and time for Q & A.

From Meetings to Momentum: Quarterly Goals for Boards, Advisory Councils, and Business Teams - *Jane Rall, Consultant for School Advancement Program at the Archdiocese of Kansas City in Kansas*

Learn how to set meaningful quarterly goals that help boards, business teams, and advisory councils stay focused and move schools forward. This workshop will provide practical frameworks, meeting tools, and accountability strategies that strengthen leadership, governance, advancement, and operational vitality.

The Visibility Lab: A Hands-On Roadmap to Optimizing Your Digital Front Door - *Eduardo Godinez, Storyteller at Cuervo Media, Inc.*

Information is only as good as its implementation. In this interactive workshop, we move from strategy to execution by conducting a live digital audit of your search footprint. We will focus on the practical tools and story first tactics that drive real engagement. From optimizing local search profiles to refining keywords that matter to Catholic families, you will walk away with a personalized action plan to ensure your mission is no longer a best kept secret.

DAY 2: WORKSHOP 2

9:30 – 10:25 AM

360° Grant Development - *Jo Weller, Managing Director at the Brown Family Foundation - Kansas City*

Building upon Day 1's breakout session, attendees will apply the work in a hands-on setting, creating micro-strategic plans and utilizing practical tools to strengthen your approach.

First Impressions Audit: The Prospective Parent Experience - *Felicia Holcomb, Consultant for Marketing and Enrollment Management at the Office of Catholic Schools*

Building upon Day 1's presentation, attendees will conduct an audit of the prospective parent experience, identifying areas of strength and needed improvement, to include actionable items for both the short-term and long-term.

School Culture for Hispanic and Latino Engagement and Enrollment- *Cally Dahlstrom, Principal at Our Lady of Unity Catholic School (Kansas City, KS)*

This workshop is designed to help schools create a welcoming and inclusive culture that strengthens Hispanic and Latino family engagement and student enrollment. Participants will explore strategies for building meaningful relationships with families, improving communication, and celebrating cultural diversity within the school community. The session will also provide practical ideas for increasing outreach, fostering trust, and ensuring that all families feel valued and connected.

DAY 2: WORKSHOP 3

10:30 – 11:25 AM

First Impressions Audit: Social Media - *Felicia Holcomb, Consultant for Marketing and Enrollment Management at the Office of Catholic Schools*

Building upon Day 1's presentation, attendees will conduct an audit of their social media, identifying patterns of engagement and future opportunities. Be prepared to have others view your pages and provide you with real-time feedback.

Your Advancement Roadmap: Creating a Practical School Advancement Calendar - *Jane Rall, Consultant for the School Advancement Program at the Office of Catholic Schools*

Create a clear, manageable advancement calendar that supports fundraising, enrollment, communications, events, and donor stewardship throughout the year. Participants will receive practical tips, tools, templates, and timelines to help bring greater organization, consistency, and focus to their advancement efforts.

DAY 2: 1:1 MEETINGS

8:30 – 11:25 AM

The below experts are available to meet with attendees 1:1 or with a school team for 25 minutes.

See the schedule on the classroom door to sign up for a session (if you did not already sign up in advance).

Norberto Ayala Flores, *Puente Marketing* Room: 213
Marketing Strategy, Hispanic Engagement

Eduardo Godinez, *Cuervo Media, Inc.* Room: 214
Search Engine Optimization, Social Media, Website, Videos

Debbie Herrman, *Catholic Education Foundation* Room: 211
Scholarships, Tax Credit

Caitlin Casey and Lorrie Jackson, *Finalsite* Room: 224
Website Audit

Dalena McGrew, *Archdiocese Office of Accounting* Room: 216
Shared Business Services

Tracy Smith, *FACTS* Room: 212
Admissions, Enrollment Management, Marketing

Kirsten Wondra, *Office of Catholic Schools* Room: 215
Accreditation, Leadership, Curriculum, Other

SPEAKER BIOS

**Mary Arcos**

Director of Marketing and Enrollment, Resurrection Catholic School (Kansas City, KS)

marcos@rcskck.org

Originally from Mexico, Mary came to the USA in 2022 and since then has worked to create more opportunities for families through education. She holds a degree in Industrial Engineering and a diploma in Leadership Skills with an emphasis in Marketing, which she has combined with her ability to connect with people and drive results. Before joining RCS, she worked at Dr Pepper Snapple Group, where she developed premium clients and collaborated with Marketing teams. In her role, Mary has contributed to an 18% enrollment growth and also supports raising funds for RCS scholarships.

**Norberto Ayala Flores**

Puente Marketing, Owner (Kansas City, MO)

Flores@puentemarketing.com

Norberto helps build culturally relevant campaigns and strategies between consumer brands/organizations and the Hispanic marketplace in the U.S. He manages Puente Marketing. Puente Marketing aims to bridge cultural gaps and identify growth opportunities within this burgeoning multicultural target – The U.S. Hispanic marketplace. His team consists of both fully bilingual, bicultural individuals as well as general market specialists and is committed to providing clients with genuine cultural insights and culturally relevant strategies that help them better engage with the Latino community.

**Michael Barvick**

Senior Partner, Partners in Mission

mbarvick@partnersinmission.com

With close to three decades of fundraising and non-profit management experience Michael Barvick has helped organizations raise over \$400 million in major and planned gifts in support of their missions. He has broad experience in the world of advancement and during his career has helped build and grow programs in support of education, underserved communities and public policy. Michael joined Partners in Mission as a Senior Partner in 2025 with a focus on growing Partner work with classical Catholic Schools and Universities. Michael holds a Bachelor of Arts degree from the University of Dallas. He and his wife, Abby, reside in Great Falls, Virginia and have seven children.

SPEAKER BIOS

**Mary Carter**

Principal, St. Francis of Assisi Catholic School (Wichita, KS)

mcarter@stfranciswichita.com

Mary is a dedicated leader in Catholic education with over 30 years of experience as a teacher and elementary principal. She holds a bachelor's degree from Emporia State University and a Master's degree from Newman University, where she received the St. Maria De Mattias Distinguished Alumni Award. Guided by the Holy Spirit, she has led St. Francis of Assisi Catholic School to earn all four Distinguished School of Excellence Awards in the Diocese of Wichita—Catholic Identity, Innovation, Full Formation, and Academic Excellence—and National Showcase recognition for Capturing Kids Hearts. She leads nearly 600 students and 70+ staff, driven by her passion for forming and transforming students.

**Dr. Vince Cascone**

Superintendent of Catholic Schools in the Archdiocese of Kansas City in Kansas

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Vince has worked in Catholic schools for the last thirty-one years. He taught for five years, was a principal for nineteen years, and is in his seventh year as a superintendent. He is passionate about effective Catholic school leadership.

**Caitlin Casey**

Associate Sales Consultant, Finalsite

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Caitlin earned her B.A. from Georgetown University and her Ed.M. from Harvard University. She possesses eight years of experience working in K-12 charter and independent schools as a teacher and administrator. Caitlin's graduate work focused on audience research and evaluation at art museums, building expertise in visitor engagement and institutional storytelling. She now applies these insights to her work as a sales consultant at Finalsite, helping schools elevate their online presence, communicate their value, and attract mission-fit families.

SPEAKER BIOS



Meghan Davison

Executive Vice President, CCS Fundraising

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Meghan, a Kansas City native now based in Chicago, is an Executive Vice President at CCS Fundraising. She leads consultative client partnerships across sectors, with expertise in data analytics, strategic planning, major gift programs, and campaign communications. Meghan has over 15 years of experience in nonprofit consultation and campaign management. She has advanced projects with aggregate fundraising targets exceeding \$1 billion. In addition to her client service, she is an active contributor to CCS's Innovation Committee and a faculty member for the CCS Scholars Program. Outside of CCS, Meghan serves on the board of Urban Autism Solutions. She holds a Master of Arts degree from Cornell University and a Bachelor of Arts degree from William & Mary University.



Cally Dahlstrom

Principal, Our Lady of Unity Catholic School

cdahlstrom@olukck.eduk12.net

Cally has dedicated 20 years to the field of education, including 15 years in Catholic education and 11 years serving as a principal. For the past 8 years, she has faithfully served the community at Our Lady of Unity Catholic School. Passionate about serving and supporting Hispanic and Latino families, Cally has participated in the University of Notre Dame and attended multiple ¡Adelante! Leadership Conference to strengthen outreach, engagement, and enrollment efforts. As the leader of a school community made up primarily of Hispanic and Latino students, she is deeply committed to creating an inclusive culture where every student feels valued, supported, and empowered to succeed.



Maureen Engen

Principal, Bishop Miege High School (Roeland Park, KS)

mengen@bishopmiege.com

Maureen has served as Principal of Bishop Miege High School for the past nine years, where she oversees curriculum and instruction while leading professional development initiatives for teachers. With 25 years of experience as an administrator in the Archdiocese, she is deeply committed to advancing Catholic education through academic excellence, faith formation, and collaborative leadership. Maureen currently serves on the Archdiocesan Commission on Education, contributing to the Academic Achievement and Stewardship focus groups, and is also a member of the Archbishop's Pastoral Council representing Catholic schools.

SPEAKER BIOS



Chris Fay

President and CEO, Contract Furnishings

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Chris has a Mechanical Engineering Degree from RIT in Rochester, NY. He spent much of his career in the golf course design and construction industry servicing in multiple capacities, including the President of Rain Bird Corporation - Golf Division. In 2018, Chris acquired Contract Furnishings, Inc. in Kansas City and serves as the company's President & CEO. Contract Furnishings specializes in the planning, design, and furnishing of interior spaces across an array of markets, including education. Chris has achieved success throughout his career by bringing an analytic approach to project planning, designing, and execution in the golf industry and interior design industry. Chris also advises business owners as a mentor in Kansas City's Helzberg Entrepreneurial Mentoring Program.



Thom Fox

Director of Development, Benilde Hall

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After 22 years in nonprofit and education sector, 17 of those in grants, Thom remains both committed to and excited about the incredible potential of nonprofit organizations to improve their communities. Having made impact in areas as diverse as workforce development, special education, juvenile justice, housing and homelessness, mental health, immigration, and food systems, Thom always looks forward to the next challenge and new ways to help those in our communities live more productive and more fulfilling lives. When he's not obsessing over finding the competitive advantage in every single grant section or question, outcome data, or a budget line item, Thom loves cooking, Ozark hiking, camping, canoeing and playing music with his son in vibrant Kansas City, Missouri.



Eduardo Godinez

Chief Storyteller, Cuervo Media, Inc.

eduardo@cuervomediainc.com

Eduardo is a strategist, creative director, and founder rooted in the Catholic world. As the founder of Cuervo Media, he leads a strategic agency delivering high-level branding and narrative-driven content designed to elevate Catholic organizations to the next level. As the founder of Emmaus Pilgrimages, he partners with clergy to manage the marketing and logistics of spiritually immersive travel. A graduate of Benedictine College in International Business, Eduardo's work is defined by a passion for authentic storytelling and building the modern infrastructure necessary for missions to thrive.

SPEAKER BIOS

**Debbie Herrman**

Director of Scholarship Programs, Catholic Education Foundation

dherrman@archkck.org

Debbie is the Director of Scholarship Programs at the Catholic Education Foundation (CEF). Over the past nine years, she has worked extensively with the Kansas Tax Credit for Low Income Students Scholarship Program and recently supported legislative efforts to opt Kansas into the Educational Choice for Children Act (ECCA). She supports Catholic schools by helping them navigate CEF's needs-based scholarship opportunities so more students can benefit from a Catholic education.

**Andrea Hillebert**

Principal, Mater Dei Catholic School (Topeka, KS)

hilleberta@materdeischool.org

Andrea graduated with her Bachelor's Degree in Secondary Education from Kansas State University and earned her Masters Degree in School Leadership from Benedictine College. She has been an educator for 33 years, all in the Archdiocese of Kansas City in Kansas! She began her career as a middle school math and science teacher and has been a principal for 25 years. She also served as an Adjunct Instructor for Highland Community College before becoming a principal.

**Felicia Holcomb**

Consultant for Marketing and Enrollment Management, Office of Catholic Schools

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Felicia has expertise in marketing, enrollment management, and fundraising. She currently serves as the Consultant for Marketing and Enrollment Management within the Office of Catholic Schools. A teacher by trade, Felicia holds education degrees from Avila University and Emporia State University, as well as a certificate in Catholic School Management from Villanova University and a graduate certificate in grant proposal development from Fort Hays State University. Felicia is passionate about creating authentic connections that help Catholic schools- and the students they serve- thrive.

SPEAKER BIOS



Lorrie Jackson
Director of Sales at Finalsite
lorrie.jackson@finalsite.com

With over 25 years of experience in the K-12 space, Lorrie Jackson frequently presents on school marketing, admission, and web strategy. She previously served as a director of marketing, faculty member, and technology coordinator at schools in Ohio and Tennessee and wrote a chapter in The NAIS Handbook on Marketing Independent Schools. In her role at Finalsite, she works with K-12 schools worldwide seeking solutions for their website, admission, and communication goals.



Steve Johnson
Director of Marketing, Benedictine College
stevej@benedictine.edu

Steve arrived at Benedictine College in 2004 after spending more than 20 years in marketing and public relations. In that time, he managed the reputations and various marketing efforts for the Texas Citrus & Vegetable Association, the parimutuel greyhound racing industry, and Holocaust Museum Houston. He has received many awards, including a Gold Addy at Holocaust Museum Houston and a Gold Case Award for Institutional Reputation at Benedictine College. Over the years, he has been active in the community as a youth soccer coach, Scout leader, chamber of commerce leader, and church volunteer. He earned a Bachelor of Journalism Degree and a Bachelor of Arts (English) from the University of Missouri and earned a Master of Business Administration in Leadership from Benedictine College.



Derek Lyssy
Executive Director, Catholic Foundation of Northeast Kansas
dlyssy@archkck.org

Derek is a fundraising leader with 15+ years of experience in nonprofit management and strategic development within Catholic organizations. He serves as Executive Director of the Catholic Foundation of Northeast Kansas, helping donors create lasting legacies by investing in the Catholic faith. Previously, he was Chief Development and Communications Officer for the Diocese of Tulsa, leading advancement and communications, and served as Executive Director of the Catholic Foundation of Eastern Oklahoma. He also served as Chief Development Officer for Seton Education Partners and contributed to a \$400M capital campaign for the Archdiocese of Chicago. Derek began his career as a FOCUS missionary. He is a CFRE.

SPEAKER BIOS



Bill Maloney
President, Fiat Development
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Bill is the Founder and President of Fiat Development and brings more than two decades of senior leadership experience in stewardship, and capital campaign management. Bill has led complex fundraising initiatives for dioceses, schools, and faith-based organizations, combining strategic planning, donor engagement, and disciplined execution results. Bill served as Executive Vice President for a national fundraising firm, where he was a member of the firm's executive management team and managed a team of campaign managers overseeing multiple diocesan and parish campaigns, raising more than \$120 million. He served as Director of Stewardship and Development for the Archdiocese of Kansas City in Kansas and as Executive Director of the Catholic Foundation of Northeast Kansas.



Sarah McCambridge
Marketing Director, Bishop Miega High School (Roeland Park, KS)
smccambridge@bishopmiego.com

Sarah is the marketing director at Bishop Miega High School, where she previously served as the school's journalism adviser. Her love for storytelling began on her high school newspaper and yearbook staffs, continued through her college newspaper, and deepened during an internship with The Wichita Eagle, her hometown paper. At Bishop Miega, she leads the school's brand across platforms, with a focus on social media and mission-driven storytelling. At heart, she is a storyteller who enjoys capturing everyday moments and shaping them into meaningful narratives for her audience.



Michael McGlenn
Founder, Sistine Films
michael@sistinefilms.com

Michael is an international award-winning filmmaker, musician, and founder of Sistine Films. Since 2010, he has helped Catholic organizations strengthen their mission and refine their culture through intentional storytelling, producing films for EWTN, the University of Notre Dame, Benedictine College, and other Catholic organizations nationwide. In 2011, he founded Face of Mercy, a 501C3 dedicated to spreading the message of Divine Mercy, and in 2020 launched AdoreHimDaily.tv, an online platform using the power of story to promote Eucharistic Adoration. Michael is a multi-instrumentalist, producer who has recorded with musicians from Gloria Estefan's Miami Sound Machine, The Allman Brothers Band, and Genesis. He's a former Notre Dame football player under legendary coach Lou Holtz.

SPEAKER BIOS

**Dalena McGrew**

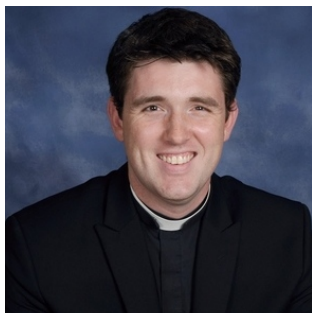
Director of Accounting, Archdiocese of Kansas City in Kansas
dmcgrew@archkck.org

Dalena has a Master's and Bachelor's in Accounting, and is the Director of Accounting and Shared Business Services departments with the Archdiocese of Kansas City in Kansas. She has over 25 years of experience in accounting and financial analysis, working in various industries until the last 15 years when she moved into governmental and nonprofits and developed the servant leader mentality. She leads the recently created Shared Business Services with passion, because she believes that our Catholic churches and schools deserve access to high quality accountants, no matter where in the Archdiocesan footprint they are located.

**Lisa McKelvey**

Director of Stewardship and Development, Archdiocese of Kansas City in Kansas
lmckelvey@archkck.org

With 10 years of experience in Church Fundraising, Lisa works to support parishes, schools and ministries by growing their annual funds, growing their offertory, supporting events, and using technology to support their mission.

**Fr. Matt Nagle**

Pastor, Mater Dei Parish (Topeka, KS)
mnagle@archkck.org

Fr. Matt is a 2007 graduate of the University of Kansas (B.A. History). After spending one year teaching and coaching at a Catholic high school in the Diocese of Kansas City-St. Joseph, he enrolled at Kenrick-Glennon Seminary in St. Louis where he received a B.A. in Philosophy (2011), an M.A. in Theology, as well as a M.Div in 2015. He was ordained a priest of the Archdiocese of Kansas City in Kansas in May of 2015.

SPEAKER BIOS

**Jane Rall**

Consultant for the School Advancement Program, Office of Catholic Schools

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Jane has worked across education, clinical, and nonprofit settings, bringing a thoughtful and mission-driven approach to supporting Catholic schools. She has served on boards, councils, and business teams, and has led initiatives that impact children and youth in parish life. In her role leading the School Advancement Program, she partners with pastors, principals, and lay leaders to implement multi-year strategies focused on board development, fundraising, enrollment, and operational vitality. Jane is passionate about helping schools not only sustain, but truly thrive, believing deeply in their role as centers of evangelization that form students, families, and communities in faith.

**Dr. Shane Rapp**

Principal, St. James Academy (Lenexa, KS)

srapp@sjakeepingfaith.org

Shane earned degrees in English and Secondary Education from Benedictine College in 2008. He also received his Master's in School Leadership in 2012 and completed his Doctorate in Educational Leadership from Baker University in 2016. He has worked at St. James since 2008 and has been principal since 2016.

**Ellen Riley**

Director of Development at Resurrection Catholic School (Kansas City, KS)

eriley@rcskck.org

Ellen is a dedicated educator with nearly 25 years of experience in Catholic education. She earned a Humanities degree from Saint Mary's College at Notre Dame and a Master's in Education from the University of Notre Dame through the Alliance for Catholic Education. She has served in diverse roles across four dioceses. For the past 12 years, Ellen has been at Resurrection Catholic School, first as Art Teacher and now as Director of Development. She also brings experience from her time as the grant writer and Special Projects Associate with the FIRE Foundation. Ellen is married to Mike, also a Catholic school educator. They have three children, Aidan, Maeve, and Conor. She enjoys reading, traveling, and family time, and believes education is the foundation for a brighter future.

SPEAKER BIOS

**Mike Riley**

President, Bishop Miege High School (Roeland Park, KS)

mriley@bishopmiege.com

Mike brings a wealth of school leadership and Catholic education experience in his 25 years as an educator. He earned his undergraduate degree from the University of Notre Dame in South Bend, Indiana, followed by his Master's in Education and Catholic School Leadership from the University of Notre Dame and Benedictine College respectively. He recently completed the ACE Principal Academy Cabrini Fellowship at Notre Dame and was recently selected to participate in the Executive Leadership Academy for Catholic School leaders at Boston College. He is committed to ensuring the success of all students and that all students have access to a high-quality Catholic education. Mike is married to Ellen Riley, also a Catholic school educator. They have three children, Aidan, Maeve, and Conor.

**Sam Rockford**

Director of Education Programming, St. James Academy (Lenexa, KS)

srockford@sjakeepingfaith.org

Sam is a Catholic, a husband, a father of three, a parishioner at St. Paul in Olathe, KS. He is a reader, a guitarist, and a fisherman. He has worked in high schools for 29 years. He has been named the 2020 U.S. Presidential Scholars Program Distinguished Teacher, the 2020 Jedel Excellence in Math Education Prime Award winner, and the 2017 Kansas Finalist for the Presidential Award for Excellence in Math and Science Teaching.

**Fr. Oswaldo Sandoval**

Pastor, Our Lady of Unity and St. John (Kansas City, KS)

osandoval@archkck.org

The Very Reverend Oswaldo Sandoval, is Pastor of Our Lady of Unity Catholic Parish. He also serves as the Episcopal Vicar for Hispanic Ministry in the Archdiocese.

SPEAKER BIOS

**Tracy Smith**

Admissions Consultant, FACTS

tsmith@factsmgt.com

Tracy is passionate about enrollment management and dedicated to supporting individuals responsible for admissions and enrollment. With over a decade of experience in private school admissions, she understands the essential components of effective Enrollment Management, Marketing, and Communication. Tracy provides professional development, strategic training, and best-practice methodologies. Her presentations are engaging, practical, and rooted in real-world solutions. Tracy lives in San Antonio, TX with her husband, has two married daughters, and treasures her role as “Gigi” to her two little grandchildren.

**Dan Spindler**

Engineer, University of Kansas Medical Center

dan.spindler91@gmail.com

After 27 years in a private consulting firm designing electrical and mechanical systems in medical facilities across Kansas and Missouri, Dan started at KUMed in 2024 as their campus design engineer responsible for all the buildings on the University side of the 39th & Rainbow campus. He has lived in Topeka since 1996 and has 3 sons (graduates of Mater Dei Catholic School and Hayden High School) and 1 daughter (Mater Dei graduate & current sophomore at Hayden). Over the years, he has held various roles on the School Council, PTO, Hayden Parent Advisory, School Business Team, and parish and finance councils. He is the longtime chair of the Mater Dei Parish Facilities Committee and designed its Event Center that was built in 2019–2020.

**Andy Tylicki**

President, St. James Academy (Lenexa, KS)

atylicki@sjakeepingfaith.org

Andy received a Bachelor's and Masters degree from Emporia State University as well as a Master's in School Leadership from Benedictine College. He has worked at St. James Academy Alumni Association since the school opened in 2005. Andy has been President for the past 15 years after serving as both Director of Athletics and Activities as well as Principal.

SPEAKER BIOS

**Kathleen Wallace**

Program Director, Holy Trinity Early Education Center (Lenexa, KS)

kwallace@holytrinityeec.org

Kathleen is entering her third year as Program Director of HTEEC, and her sixth year as a member of the program's administrative team. Throughout her career, she has taught hundreds of students in almost every grade level- from preschool through college, and she currently teaches adults as the VIRTUS facilitator for Holy Trinity Parish. She holds dual M.A.'s from K-State in English and Teaching.

**Fr. Scott Wallisch**

Pastor, St. Joseph Catholic Church (Shawnee, KS)

frscott@stjoeshawnee.org

The Reverend Scott Wallisch is currently the Pastor of St. Joseph Catholic Church in Shawnee, KS and Co-Director for Seminarians. In the coming months, Fr. Wallisch will assume the role of Pastor of Church of the Ascension in Overland Park, KS.

**Jo Weller**

Managing Director, Brown Family Foundation - Kansas City

jo@bffkc.org

Jo is the Managing Director of the Brown Family Charitable Foundation's Kansas City, partnering with Catholic schools across Kansas and Missouri to strengthen academic outcomes through strategic planning, instructional coaching, and leadership development. Grounded in 20 years of secondary and post-secondary teaching and administration in Catholic education, she helps leaders reframe grants not simply as funding opportunities, but as drivers of mission-aligned strategy and long-term impact. Along with her multiple degrees from the University of Missouri - Kansas City, Jo holds a Catholic School Leadership Certification from Creighton University and will begin a year-long policy fellowship with the University of Notre Dame's Reform Leaders' Summit in June 2026.

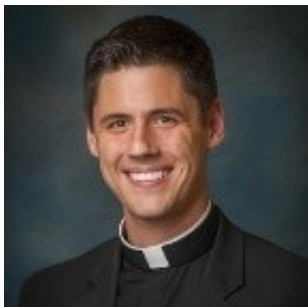
SPEAKER BIOS

**Kirsten Wondra**

Associate Superintendent of Schools, Archdiocese of Kansas City in Kansas

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Kirsten serves as Associate Superintendent for the Archdiocese of Kansas City in Kansas Office of Catholic Schools, supporting 42 Catholic schools in accreditation, instructional leadership, licensure, and school improvement. She brings more than 20 years of experience in education, including roles as Catholic school principal, vice principal, district administrator, and teacher. Kirsten holds a Master's in Educational Leadership from Wichita State University and currently serves as diocesan commissioner for Lumen accreditation and vice president of the Kansas Association of Independent and Religious Schools.

**Fr. Carter Zielinski**

Pastor, Corpus Christi Catholic Church (Lawrence, KS)

czielinski@archkck.org

Father Carter Zielinski serves as the pastor of Corpus Christi in Lawrence, as well as on the archdiocesan Tribunal. He has served four different school communities and has written about the obligations of pastors towards parish schools in Canon Law.



Catholic Schools

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