



Catholic Schools
ARCHDIOCESE OF KANSAS CITY IN KANSAS

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Five Communication Tactics

for Improving Communication With Latino Families

May 28-29, 2026



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What's Next?



HISPANICITY™

Framework to segment Hispanic/Latino population based on the cultural elements they retain from their culture while acquiring elements from American culture.

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- English dominate
- US born
- 3rd+ generation
- Few Hispanic cultural practices



- English preferred (some Spanish)
- U.S. Born
- 2nd generation
- Some Hispanic cultural practices



- Bilingual
- Immigrant as child or young adult
- Many Hispanic cultural practices



- Spanish preferred
- Immigrant as adult
- In U.S. 10+ years
- Pre-dominant Hispanic cultural practices



- Spanish dominant
- Recent immigrant as adult
- Primarily Hispanic cultural practices

More Acculturated



Less Acculturated



FIVE TACTICS (or 6)

1. Audit your parent communication materials that need to be in Spanish, as well as your communication channels (FB, IG, website, etc.).
2. Identify your Hispanic students and Hispanic parents and confirm you have correct names & contact information
3. Identify a Hispanic/Latino connector in your parish/school community
4. Identify key Hispanic events, festivals, celebrations within your school community or parish and support/volunteer or sponsor them
5. Create a *WhatsApp* profile for your school
6. Hire a bilingual / bicultural staff member



2025 FALL STUDENT POPULATION

PUENTE MARKETING & ADVERTISING

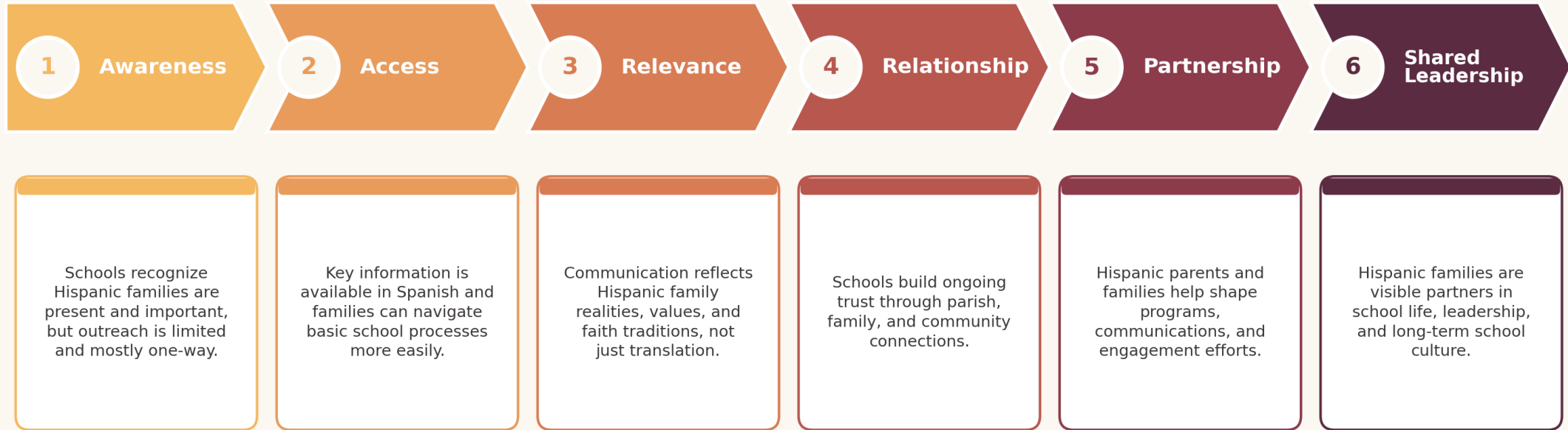
SCHOOL NAME	Total Enrollment	Hispanic Students	% Hispanic
Bishop Miege High School	661	106	16.04%
St. Agnes	368	99	26.90%
St. James Academy	1000	95	9.50%
St. Paul Catholic School	351	84	23.93%
Holy Cross Catholic School	174	74	42.53%
Good Shepherd Catholic School	378	40	10.58%
Holy Trinity, Lenexa	711	39	5.49%
Curé of Ars	760	30	3.95%
Saint Joseph Catholic School	494	25	5.06%
St. Ann Catholic School	519	25	4.82%
John Paul II Catholic School	145	24	16.55%
Sacred Heart of Jesus	387	18	4.65%
Saint Thomas Aquinas High School	863	18	2.09%
Ascension School	630	16	2.54%
Prince of Peace Catholic School	572	10	1.75%
Queen of the Holy Rosary Wea Catholic Scho	189	5	2.65%
Nativity Parish School	589	5	0.85%
Holy Spirit	388	0	0.00%
St. John Paul 2 Academy	70	0	0.00%
St. Michael the Archangel School	667	0	0.00%
JOCO TOTALS	9916	713	7.19%
Saint John Catholic School	270	11	4.07%
Corpus Christi Catholic School	315	10	3.17%
LAWRENCE TOTALS	585	21	3.59%
St. Benedict Catholic School	236	10	4.24%
Maur Hill - Mount Academy	157	9	5.73%
Sts. Peter and Paul School	228	6	2.63%
St. Gregory the Great Catholic School	155	3	1.94%
NORTHERN TOTALS	776	28	3.61%

SCHOOL NAME	Total Enrollment	Hispanic Students	% Hispanic
Sacred Heart, Emporia	111	53	47.75%
Holy Trinity, Paola	76	6	7.89%
Saint Rose Philippine Duchesne	115	3	2.61%
Sacred Heart, Ottawa	65	0	0.00%
SOUTHERN TOTALS	367	62	16.89%
Holy Family - Topeka	160	66	41.25%
Saint Matthew Catholic School	129	65	50.39%
Most Pure Heart of Mary School	433	46	10.62%
Christ the King, Topeka	299	33	11.04%
Mater Dei Catholic School	143	30	20.98%
Hayden Catholic High School	349	0	0.00%
TOPEKA TOTALS	1513	240	15.86%
Resurrection Catholic School	347	281	80.98%
Our Lady of Unity	183	120	65.57%
St. Patrick Catholic School	375	92	24.53%
Holy Name Catholic School	107	89	83.18%
Bishop Ward High School	299	231	77.26%
WYCO TOTALS	1311	813	62.01%
Xavier Catholic School	215	18	8.37%
LEAVENWORTH TOTALS	218	19	8.72%
ARCHKCK TOTAL	14686	1896	12.91%



A Roadmap for Hispanic Family Engagement

Six levels of growth in Catholic school communities



From recognition to shared leadership — each level deepens trust, belonging, and faith-rooted partnership.



HISPANIC ENGAGEMENT JOURNEY FOR CATHOLIC SCHOOLS

A roadmap for moving from communication to faith-centered family partnership across grade schools and high schools.



Mission-centered

Grounded in Catholic identity, welcome, and belonging.



Family-focused

Moves beyond translation toward trust and relationship.



System-ready

Designed for most of the archdiocesan schools, mostly grade schools with some high schools.



SIX ENGAGEMENT LEVELS

Schools may begin in different places, but the movement is the same: from one-way communication toward deeper trust, participation, and shared leadership with Hispanic families.

Level 1

Awareness

Schools recognize Hispanic families are present and important, but outreach remains limited and mostly one-way.

Level 2

Access

Key information is available in Spanish so families can navigate enrollment, tuition, policies, and communication more easily.

Level 3

Relevance

Messages reflect Hispanic family realities, values, and faith traditions, not just direct translation.

Level 4

Relationship

Schools build trust over time through parish life, family connection, and community presence.

Level 5

Partnership

Hispanic parents help shape programs, communication, family engagement, and school experience.

Level 6

Shared Leadership

Hispanic families become visible partners in school culture, leadership, and long-term direction.



WHAT THIS LOOKS LIKE IN PRACTICE

The next step is not to do everything at once. It is to move one level deeper in clarity, belonging, and family partnership at each school.

Grade schools

- Bilingual enrollment and tuition information.
- Spanish-friendly parent conferences and school updates.
- Family faith nights and sacramental support.
- Parish-connected outreach that meets families where they already are.

High schools

- Bilingual admissions and financial aid guidance.
- Hispanic parent ambassadors and family welcome touchpoints.
- College-planning support for students and families.
- Stronger retention communication across the school year.

For every school

- Start with honest self-assessment.
- Pick one realistic next move rather than a long wish list.
- Listen before designing new outreach.
- Measure success by deeper belonging, not just more materials.

The goal is not perfect programming; the goal is deeper belonging.

Questions or comments?

Gracias

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