



**Strengthening Hispanic Engagement**  
*through*  
Connection, Culture, and Commitment

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NETWORK:  
DONNELLY WI-FI

PASSWORD:  
DRAGONS-THUNDER-1949



# AGENDA

**LIGHT BREAKFAST & FELLOWSHIP** **8:45 AM**

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**WELCOME & THE WHY** **9:00 AM**

*Felicia Holcomb, Office of Catholic Schools*  
*Jane Rall, Office of Catholic Schools*

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**DEMOGRAPHIC REVIEW: HISPANIC FAMILIES IN CATHOLIC SCHOOLS** **9:10 AM**

*Karla Melgar, Office of Evangelization*

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**CULTURE + LANGUAGE = A FRAMEWORK FOR UNDERSTANDING LATINO STUDENTS AND THEIR FAMILIES** **9:30 AM**

*Veronica Ulreich, Puente Marketing*  
*Norberto Ayala Flores, Puente Marketing*

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**THE IMPORTANCE OF REPRESENTATION AND POSITIVE FIRST IMPRESSIONS** **10:00 AM**

*Dr. Wendy Leon-Ryan, St. James Academy*  
*Felicia Holcomb, Office of Catholic Schools*

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**ADDRESSING IGNORANCE: BIAS VS. TRUTH** **10:30 AM**

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**ARCHBISHOP MCKNIGHT** **11:00 AM**

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**LUNCH** **11:15 AM**

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**LESSONS & OPPORTUNITIES: PANEL** **12:00 PM**

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**TITLE FUNDS FOR FAMILY ENGAGEMENT** **12:45 PM**

*Dr. Twyla Sprouse, Kansas State Department of Education*  
*Joe Jewett, Kansas State Department of Education*

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**ACTION PLAN WORK** **1:00 PM**

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**WRAP UP** **1:50 PM**



## GUIDING QUESTIONS

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**How can we genuinely welcome, involve, and empower Hispanic families as partners in their children's education?**

- ❖ What should my school be doing **now**?
  
- ❖ What should my school be doing **next year**?
  
- ❖ What should my school be doing **in 2 years**?
  
- ❖ What should my school be doing **in 3 years**?

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## TAKE IT FURTHER

- How can we rethink volunteer opportunities to better reflect the gifts, schedules, and interests of Hispanic families?
  
- How can we intentionally invite and form Hispanic leaders to serve in schools and parishes so their voices shape decisions and deepen the mission?



## FIRST IMPRESSIONS AUDIT FOR SCHOOLS

This document in its entirety can be found in the ArchKCK Hub. Under Resources, search "[First Impressions.](#)"

**Directions:** Answer each question with **Yes (1 point)** or **No (0 points)** based on your observations. Total your points in each section and use the scoring guide to see how well the school is doing. Add all section scores for a final score out of 70 to get the overall rating. Use results to identify strengths and areas needing improvement.

**Considerations:** Complete this audit multiple **times per year** (e.g. Fall vs. Spring) and consider different **purposes** (e.g. retention, enrollment, donor engagement) and **audiences** (e.g. English-speaking families, Spanish-speaking families, donors).

### Nonverbal Factors (9 Points)

	Yes = 1	No = 0
1. Do front office staff appear welcoming when someone enters?	Yes	No
2. Do all office staff smile and greet visitors?	Yes	No
3. Are front office staff dressed appropriately and professionally?	Yes	No
4. Do teachers in the office greet families?	Yes	No
5. Do custodians or other support staff greet families?	Yes	No
6. Is staff body language open and positive?	Yes	No
7. Do staff make eye contact with visitors?	Yes	No
8. Do staff avoid appearing rushed or distracted?	Yes	No
9. Do office staff visibly love and believe in the school?	Yes	No
<b>Subtotal: ___ / 9</b>		

### Environmental Factors (34 Points)

	Yes = 1	No = 0
1. Is the exterior signage clear and professional?	Yes	No
2. Are there clear directions guiding visitors to the main entrance?	Yes	No
3. Are there designated parking spaces for visitors or families?	Yes	No
4. Is visitor parking close to the entrance and clearly marked?	Yes	No
5. Is the front of the school well maintained and inviting?	Yes	No
6. Is the building free of damage or peeling paint?	Yes	No
7. Are the grounds free of trash and debris?	Yes	No
8. Is the entrance secure but friendly (buzz-in system, etc.)?	Yes	No
9. Is the entrance well lit and accessible for all?	Yes	No
10. Are steps, ramps, and mats safe and hazard-free?	Yes	No
11. Can visitors easily tell where to go upon entering?	Yes	No
12. Is the front office visible and easy to locate?	Yes	No
13. Is the front office clean, tidy, and professional-looking?	Yes	No
14. Are front office windows/counters free of clutter or barriers?	Yes	No
15. Are secretaries' desks clean and organized?	Yes	No
16. Is the seating clean, comfortable, and welcoming?	Yes	No
17. Are brochures or flyers available and professionally displayed?	Yes	No
18. Are print materials current and attractive?	Yes	No
19. Is the school's mission/vision visibly displayed?	Yes	No
20. Are student achievements or work on display?	Yes	No
21. Are the walls free from outdated materials or damage?	Yes	No

### Final Summary

Category	Score	Rating
Environmental Factors	___ / 34	
Nonverbal Factors	___ / 9	
Verbal Factors	___ / 12	
Digital First Impressions	___ / 15	
<b>Total Score</b>	<b>___ / 70</b>	

### Overall Rating Scale

Score Range	Rating	Description
64-70	🌟 Excellent	Outstanding across all areas; strong recruiting advantage.
54-63	✅ Strong	Very good impression with minor room for growth.
44-53	⚠️ Moderate	Several impression gaps—prioritize improvements.
34-43	❗ Needs Work	First impressions likely <u>hurting</u> interest or retention.
0-33	🔴 Critical	Major issues—likely impacting school image and enrollment efforts.

### Reflection:

1. What areas did you receive the highest score? Why?
2. What areas did you receive the lowest score? Why?
3. Of those areas needing improvement, which can easily / quickly be addressed? Which will take more time?
4. Was there anything surprising about the score?

### Verbal Factors (12 Points)

	Yes = 1	No = 0
1. Do staff begin with a polite and clear introduction?	Yes	No
2. Do staff use the visitor's name when possible?	Yes	No
3. Do staff speak clearly and warmly?	Yes	No
4. Do staff avoid filler words ("um," "like," etc.)?	Yes	No
5. Do staff adjust their tone to match visitors and stay professional?	Yes	No
6. Do phone calls reflect the same tone as in-person conversations?	Yes	No
7. Are phone calls answered promptly and professionally?	Yes	No
8. Do staff offer to help without being asked?	Yes	No
9. Do staff know and follow front office procedures?	Yes	No
10. Are expectations clearly communicated to all front-facing staff?	Yes	No
11. Have staff received customer service training?	Yes	No
12. Has the school completed an audit recently?	Yes	No
<b>Subtotal: ___ / 12</b>		

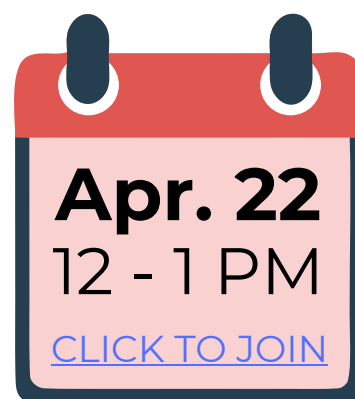
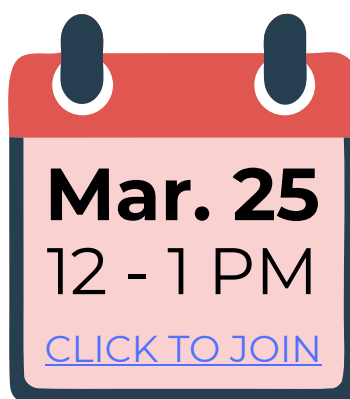
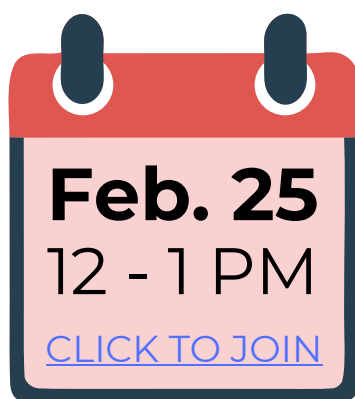


## CONTINUING THE CONVERSATION: ZOOM SCHEDULE

Join us for monthly **Zoom meetings** in **February, March,** and **April** to further the conversation on strengthening Hispanic engagement.

These informal sessions provide opportunities to:

- Develop actionable strategies
- Share success stories
- Gain insights from peers
- Seek feedback and guidance



To join the monthly Zooms, click on the text above. These events have also been added to the ArchKCK "School Leader" and "Advancement" Calendar.

**Questions?** Email Felicia Holcomb (fholcomb@archkckcs.org.).

INVITATION: ST. JAMES ACADEMY MULTICULTURAL FESTIVAL

# RESOURCES



Come to learn about different cultures. Enjoy food, performances, and art!



SAVE THE DATE - 2026 ADVANCEMENT CONFERENCE



May 28 & 29, 2025

**School Advancement  
Conference**

PROPEL YOUR SCHOOL FORWARD

Join us for an energizing in-person conference designed to equip Catholic schools with proven tools and fresh strategies to elevate their school's advancement efforts.

**Day 1: Thursday, May 28, 2026, 9 AM - 3 PM**

Through an inspiring keynote and hands-on breakout sessions, you'll gain practical insights in critical areas such as development, enrollment management, donor engagement, marketing, alumni relations, strategic planning and more—leaving with actionable plans to grow your school's mission, impact, and long-term sustainability.

**Day 2 (Optional): Friday, May 29, 2026, 9 AM - 12 PM**

Return for an informal day of work time and discussion with your team and/or others. Here's the chance to dissect what you learn and start putting it into action!

*Registration and speaker information coming soon.*

**Join the conference email list:**  
[archkckcs.org/2026-conference-list](https://archkckcs.org/2026-conference-list)

**Questions?** Email Felicia Holcomb  
([fholcomb@archkckcs.org](mailto:fholcomb@archkckcs.org)) or Jane Rall  
([jrall@archkckcs.org](mailto:jrall@archkckcs.org)).



## UNIVERSITY OF NOTRE DAME PROGRAMS



*alma / ahl-mah / : soul*

For more than a decade, the Alliance for Catholic Education's Catholic School Advantage and English as a New Language programs have worked side by side, helping Catholic schools both recruit, enroll, and serve Latino families, as well as form educators to ensure that culturally and linguistically diverse children thrive in Catholic schools.

We are excited to announce the formal partnership of these two programs under the newly established ALMA Initiative: Advancing Latino and Multilingual Learner Achievement through Catholic Education. We believe linguistically and culturally diverse students deserve to benefit fully from the legacy of Catholic education, which is uniquely positioned to serve their academic and cultural needs.

Under the ALMA initiative, the following programs are offered: Latino Educator and Administrator Development, ENL Professional Development, Early Childhood Language Intensive Program, and the Latino Engagement Institute.

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**Latino Engagement Institute:** The Latino Engagement Institute (LEI) provides Catholic schools with marketing strategies and school culture interventions to better attract and serve Latino families. The LEI includes a four-day summer conference at the University of Notre Dame, followed by year-long leadership formation via online modules, monthly team calls with an LEI mentor, and a mid-year, in-person winter retreat.

**Registration Deadline:** February 28, 2026

**On-Campus Conference:** June 28 - July 1, 2026

**Questions?** Email Jocelyn Smith, Ed.D. at [jsmith89@nd.edu](mailto:jsmith89@nd.edu)

