

## Wrap up memo

Thank you for your participation on Thursday Feb 4<sup>th</sup> at the webinar dedicated to supporting and serving our Hispanic Families.

Files and resources discussed and attached include:

1. The PPT from the webinar presentation  
The link to view the presentation is <https://youtu.be/OiHAdsktC2M>
2. FIE flyer in English and Spanish
3. General flyer example
  - 3.1 Event flyer template you can customize
  - 3.2 CSW template, another option to customize
4. Example of the St Athanasius flyer
5. Goals and Checklist - Parish Recruitment Project Plan
  - 5.1 Outreach to Families\_Individual Family Checklist 2021

For help on customizing the flyers, Scholarships info, or other efforts, contact any of the support people here:

Ted Havelka  
Director for Enrollment Management and Financial Assistance  
Office of the Superintendent of Schools, R.C. Diocese of Brooklyn  
[thavelka@diobrook.org](mailto:thavelka@diobrook.org) cell: (347) 909-2106

Katie Keville  
Enrollment Management Field Representative  
[ckeville@diobrook.org](mailto:ckeville@diobrook.org)

DeSales Media marketing resource support center  
[marketingresourcecenter@desalesmedia.org](mailto:marketingresourcecenter@desalesmedia.org) or give us a call at [\(347\) 286-4799](tel:3472864799).

Futures in Education Scholarship Team  
[scholarships@futuresineducation.org](mailto:scholarships@futuresineducation.org)  
(718) 965-7340

# Outreach to Hispanic Families Checklist 2021

## Identify Recruitment Point Person

- Spanish speaker, involved in the Hispanic community, AND present in the parish

## Provide one-on-one attention

- Use follow-up sheet to track prospective families (see second page)
- Have you connected with families? Emphasize that each family is special and you want them in the school

## Assist with Applications

- Walk families through the registration process
- Set up a separate meeting to work through financial aid application process
- Emphasize that funds are available, you want to help. The earlier a family applies the better chance they have.

## Address Obstacles

- Eliminate misconceptions (it's only for the rich, tuition is unaffordable, need for documents)

## Follow-Up

- Futures in Education deadline is April 30, 2021---first awards notifications in May/June
- Keep in touch with families during the time period; check in to see if they've received financial awards
- Did family receive support? Can you support with local funds?

**This form is for recruitment and office use only.**

Family Name: \_\_\_\_\_

Parents/ Guardians: \_\_\_\_\_

Primary Language: \_\_\_\_\_ Translator Needed? \_\_\_\_\_

<b>Student(s) Name</b>	<b>Grade for Enrollment</b>

**Action Steps**

	<b>Date Completed</b>	<b>Notes/ Feedback</b>
Meet Family (virtually)		
Tour of School (zoom)		
Follow-Up Meeting for Registration/ Financial Aid		
School Application: Complete: (And all data in OPT C)		
Financial Aid Application Completed		
Award reviewed and discussed		
Post application check-in		
Financial Aid Status Follow Up		
Enrollment Confirmation Meeting		

## Parish Goals for Recruitment of families to Catholic school

(To be completed by each participating parish and shared with all involved)

<b>Who is engaged in recruitment?</b> Is the contact info for the main contact (EMAIL AND PHONE NUMBER) prominent on websites for School, Parish, Social Media pages, Rel Ed page...	Main Recruiter/ Contact for Families:		
	Principal		
	Pastor		
	DRE		
	Others/Backup		
<b>Goal:</b> What are we going to accomplish? How many new students do you want to recruit from this work? Time period is January to September	<b>Metric:</b>	<b>Goal</b>	<b>Actual as of xx/xx/2021</b>
	Family Meetings	50	
	School and Scholarship Applications	35	
	New Enrolled for September	25	
<b>Planned Recruiting Activities</b> Host regular Zoom info sessions. Speak at Mass, hold after Mass sessions,	February:		
	March		
	April		
	May		
	June		
	July/August		
	September		
<b>Milestone Meetings: Internal Follow Up</b> Check-in's to coordinative and verify cohesive efforts and track outcomes:	February:		
	March		
	April		
	May		
	June		
	July/August		
	September		

Use this, or something similar to track progress towards the goals you set above for each family. **This must be regularly communicated to the school/academy.**

	<u>Student Name(s)</u>	<u>Parent Name(s)</u>	<u>1st meeting date:</u>	<u>Admissions application complete: Y/N?</u>	<u>Futures in Education Application complete Y/N?</u>	<u>Student Enrolled or Declined</u>	<u>Next Step:</u>
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# 2021 Year of Renewal

STRENGTHENING THE BONDS BETWEEN  
SCHOOLS, PARISHES, AND OUR COMMUNITY



Webinar Topic:  
Outreach to Hispanic  
Families

February 4, 2021, 12pm

Prayer for the Year of Renewal for Catholic Education

Heavenly Father,

We pray for your guidance in the renewal of Catholic Education in Brooklyn and Queens.

Focus our mission in helping children to grow in the love and understanding of Jesus.

As Your Son welcomed the children, may we work to welcome all children in Your name.

Help us to remember the roots of Catholic Education and embrace the poor, the underserved, and the immigrant; so that we may be a community that provides for all in need.

Open our hearts to the call of sharing the faith.

Provide us strength to work as St. Joseph did: tirelessly and selflessly providing for others.

May we embrace the challenges ahead; knowing that our work is guiding a new generation of the faithful in Your Name. Amen.

St. Joseph, pray for us!



# AGENDA

- Opening Prayer
- Introduction
- Identifying and Recruiting Families
- Scholarship Application
- Financial Assistance – Futures in Education and Local
- Concluding Summary



# WHO IS YOUR POINT PERSON FOR RECRUITMENT?

- Involved in the Hispanic community at the parish
- Always present – Sunday mass, religious education classes, committees
- Someone who is trusted by many people
- Could be the DRE or other lay leader
- Yes, he or she must speak Spanish!



# PROMOTE/IDENTIFY

- Flyers work – attractive pieces that are available in church, at religious education classes, etc.
- Use the religious education lists – send emails, identify families, talk with the catechists
  - Know which families are good candidates, have potential interest
- Do announcements – from the pulpit, at religious education classes
- Meet families after mass – give them one-on-one attention

## Who can speak from the pulpit?

- The pastor
- The DRE
- A lay leader
- A parent

## What to include in your ad/announcement?

- Value of Catholic education
- Financial aid available
- Special programs at the school
- Transportation options

# SAMPLE FLYER



*En Nuestra Academia San Atanasio  
tenemos un lugar especial reservado  
para tus hijos!*



Todas las familias que se comunican con nosotros

- Reciben asesoramiento sin compromiso
- Un recorrido en nuestras instalaciones
- Se les instruye y acompaña en todo el proceso de registro y aplicación para BECAS ESTUDIANTILES
- El 90% de las familias que aplican para ayuda financiera son aprobadas
- La mejor parte de esta asesoria es que es completamente en (Español)
- Todo el proceso es FACIL SEGURO Y CONFIDENCIAL!

Llama a la Oficina de Educacion Religiosa San Atanasio (718)3318811

*Queremos que sean parte de nuestra familia .*



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## COMMON OBSTACLES

- Catholic schools are not for open to/meant for them (only 'people with money')
- The tuition is not affordable
- Fear to release documents



# ONE ON ONE ATTENTION

- Make each family feel that they are important
- Listen! Make sure you understand their needs
- Alleviate their fears and address the misconceptions
  - They need to feel comfortable and know that they are pursuing something of value for their children
- Motivate/Instill confidence
- Don't be afraid to talk about the money
  - Emphasize that there are monies available – they are special, and you want to help
  - Set a separate meeting to walk them through the application process
- Follow up and constant checking in is critical – never give up!

# GETTING STARTED ONLINE

Go to:  
[futuresineducation.org/scholarships](https://futuresineducation.org/scholarships)

Basic information on eligibility and the link to the online application are there.

Apps must be done online

Family's account and application status will be at:  
[Factsmgt.com](https://Factsmgt.com)

The screenshot shows the FACTS website interface. At the top right, there are links for 'My Profile', 'Help', 'Feedback Forum', and 'Customer Service'. The main header includes 'Futures in Education' and a navigation bar with 'Home', 'Profile', 'Grant & Aid', and 'Notices'. A user is signed in as 'Emily'. The main content area is titled 'Application Form' and contains a list of 11 steps:

- 1 Schools
- 2 Applicant
- 3 Co-Applicant
- 4 Students
- 5 Additional Questions
- 6 Taxable Income
- 7 Nontaxable Income
- 8 Change of Income
- 9 Additional Questions
- 10 Review
- 11 Submit

Annotations with arrows point from these steps to external labels:

- Steps 2, 3, 4, and 5 are grouped by a blue bracket and arrow pointing to 'Family Information'.
- Steps 6, 7, 8, and 9 are grouped by a red bracket and arrow pointing to 'Family Financial Information'.
- Steps 10 and 11 are grouped by a green bracket and arrow pointing to 'Review/Submit'.

At the bottom right of the application form area, there is a button labeled 'APPLICATION PREVIEW 2021-2022'. The footer contains the page number '211', version 'v20.11.11231.11214', and links for 'Customer Service | Terms of Use | Privacy Policy'. A copyright notice at the bottom right reads '© 2001-2021 Nelnet, Inc. and Affiliates. All Rights Reserved.'

# GUIDING THE FAMILY THROUGH

## APPLICATION STATUS

### APPLICATION RECEIVED NOTIFICATION

Application Submitted

FACTS Grant & Aid

Application ID: [REDACTED]

Elizabeth Adams,

Thank you for submitting your application. Log in to your account to check the status of your application or upload supporting documents.

[View Status](#)

The following is required to complete your application:

- 2020 Child Support Documentation
- 2020-2021 Report Card (Futures in Education) for Michelle

We will notify you when it is time to submit your 2020 tax documents.

Please allow at least 2 weeks to process your documents. Preview, Draft, or State copies of tax returns will not be accepted.

Thank you,  
FACTS Grant & Aid

Si usted tiene preguntas sobre esta correspondencia,  
llame al Servicio al cliente 866-315-9262.

Please do not reply to this automated message. The mailbox is not monitored.

## SAMPLE EMAIL FROM FACTS TO THE FAMILIES

Home My Profile Financial Accounts Signed in as Mike

### Grant & Aid - Application Summary

Application Status: **INCOMPLETE** Application ID: 1696163

The following step(s) are needed to complete your financial aid application:

[Upload your required documents](#)

#### Required Documents

Tax Documents

20 Federal Tax Return	<input type="radio"/>	<input type="radio"/>
	Form 1040 (Page 1)	Form 1040 (Page 2)
20 Federal Tax Return	<input type="radio"/>	<input type="radio"/>
	Form 1040 (Page 1)	Form 1040 (Page 2)

Not Submitted  If Applicable  In Process  Complete

[Upload](#) [History](#)

## UPLOADING REQUIRED DOCUMENTS

## SUPPORT AND HELP

Scholarship questions please contact **Futures in Education:**

- 718-965-7340 or [scholarships@futuresineducation.org](mailto:scholarships@futuresineducation.org)

**FACTS** Applicant Support: Phone 866-441-4637

# TIMELINE



## APPLICATION DEADLINE\* April 30, 2021



AFTER APPLICATION IS COMPLETE –  
ALLOW FACTS 4-6 WEEKS FOR REVIEW  
WITH FIRST AWARD NOTIFICATIONS  
STARTING IN MAY/JUNE

FUTURES REVIEWS APPLICANTS AND  
APPLIES AWARD FOR INCOME-ELIGIBLE  
FAMILIES UNTIL FUNDS ARE EXHAUSTED

Families must meet financial eligibility requirements and be registered/enrolled for 2021/22 in order to be considered.  
*No consideration will be given to a family that has not completed the enrollment process. Only complete financial aid applications will be considered.*  
*\*Applications will remain open through the Fall of 2021. The earlier a family applies, the better their chances are to receive an award.*



## 2021-2022 Ayuda Financiera Disponible

AYUDA FINANCIERA DISPONIBLE  
PARA LAS ESCUELAS PRIMARIAS Y ACADEMIAS  
CATÓLICAS DE BROOKLYN Y QUEENS,  
GRADOS K - 8

### PARA APLICAR

A partir del **lunes 18 de enero de 2021**,  
vaya a  
[www.futuresineducation.org](http://www.futuresineducation.org)

Desde el menú principal,  
haga clic en **BECAS** y luego **APLICAR**

### FECHA LÍMITE DE BECAS

**30 de abril de 2021:** Nuevas familias  
Si necesita ayuda o tiene alguna pregunta,  
llámenos al **718.965.7340** o envíe un correo  
electrónico: [scholarships@futuresineducation.org](mailto:scholarships@futuresineducation.org)  
¡Estamos aquí para ayudarlo!

### ¿Cómo me inscribo?

**Paso 1:** Registre a su(s) hijo(s) en una escuela/academia católica en Brooklyn o Queens; Los estudiantes que aún no están registrados no pueden ser considerados para asistencia de matrícula.

**Paso 2:** Después de leer y aceptar el reconocimiento del padre/encargado, haga clic en el enlace a continuación para completar la solicitud en línea y enviarla con la documentación de respaldo requerida. Hay una tarifa de procesamiento de solicitud no reembolsable de \$ 35 pagadera con tarjeta de crédito. Solo se requiere una solicitud por familia.

**Paso 3:** Envíe los documentos de respaldo necesarios correspondientes, según lo solicite FACTS, para completar la solicitud.

### ¿Quién es elegible?

Las becas se evalúan según las necesidades, considerando el tamaño del hogar y el ingreso anual total utilizando las pautas del Programa Nacional de Almuerzos Escolares.

Ingreso Máximo Basado en el Ingreso Total Anual de 2020	
Tamaño del Hogar	Total de Ingresos para el 2020 por Hogar
2	\$68,960
3	\$86,880
4	\$104,800
5	\$122,720
6	\$140,640
7	\$158,560
8	\$176,480

Las familias deben cumplir con los requisitos de elegibilidad financiera y estar registradas para 2021-22 para ser consideradas.

### ¿Cómo se otorgan las becas?

Becas de matrícula parcial están disponibles, desde **\$500** hasta **\$ 3,200** por estudiante, que no exceda el 75% de la matrícula.

### ¿Qué documentos presento?

- Comprobante de ingresos para 2020.
- Carta de verificación de asistencia pública, si corresponde.
- Los estudiantes que vienen de escuelas públicas deben proporcionar las **calificaciones** más recientes.

### APLICA AHORA!

A partir del **lunes 18 de enero de 2021**, vaya a  
[www.futuresineducation.org](http://www.futuresineducation.org)  
Llámanos al **718.965.7340**, ¡estamos aquí para ayudarte!  
[scholarships@futuresineducation.org](mailto:scholarships@futuresineducation.org)

# FINANCIAL AID FLYER IN SPANISH



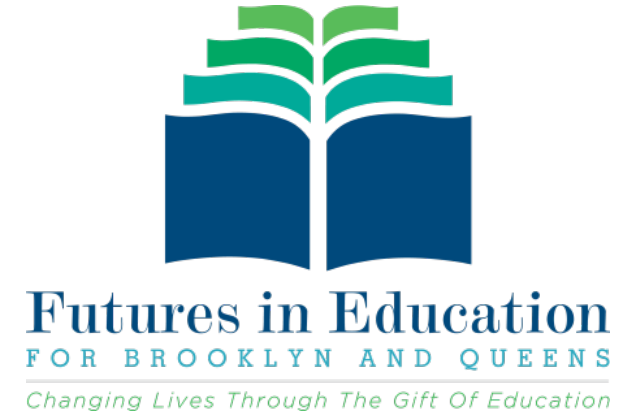
# FINANCIAL AID – FUTURES IN EDUCATION AND LOCAL SUPPORT

- Make sure each family completes a scholarship application
  - Best way to learn the family's needs
  - It provides you with the data you need to make financial decisions
  - Creates the maximum opportunity
- See what Futures awards the family first
- Does the Futures award meet the family's need?
  - Yes – all done! Ensure registration is completed
  - No – Consider local support



**Futures in Education**  
FOR BROOKLYN AND QUEENS  
*Changing Lives Through The Gift Of Education*

# FINANCIAL AID – LOCAL SUPPORT CONSIDERATIONS

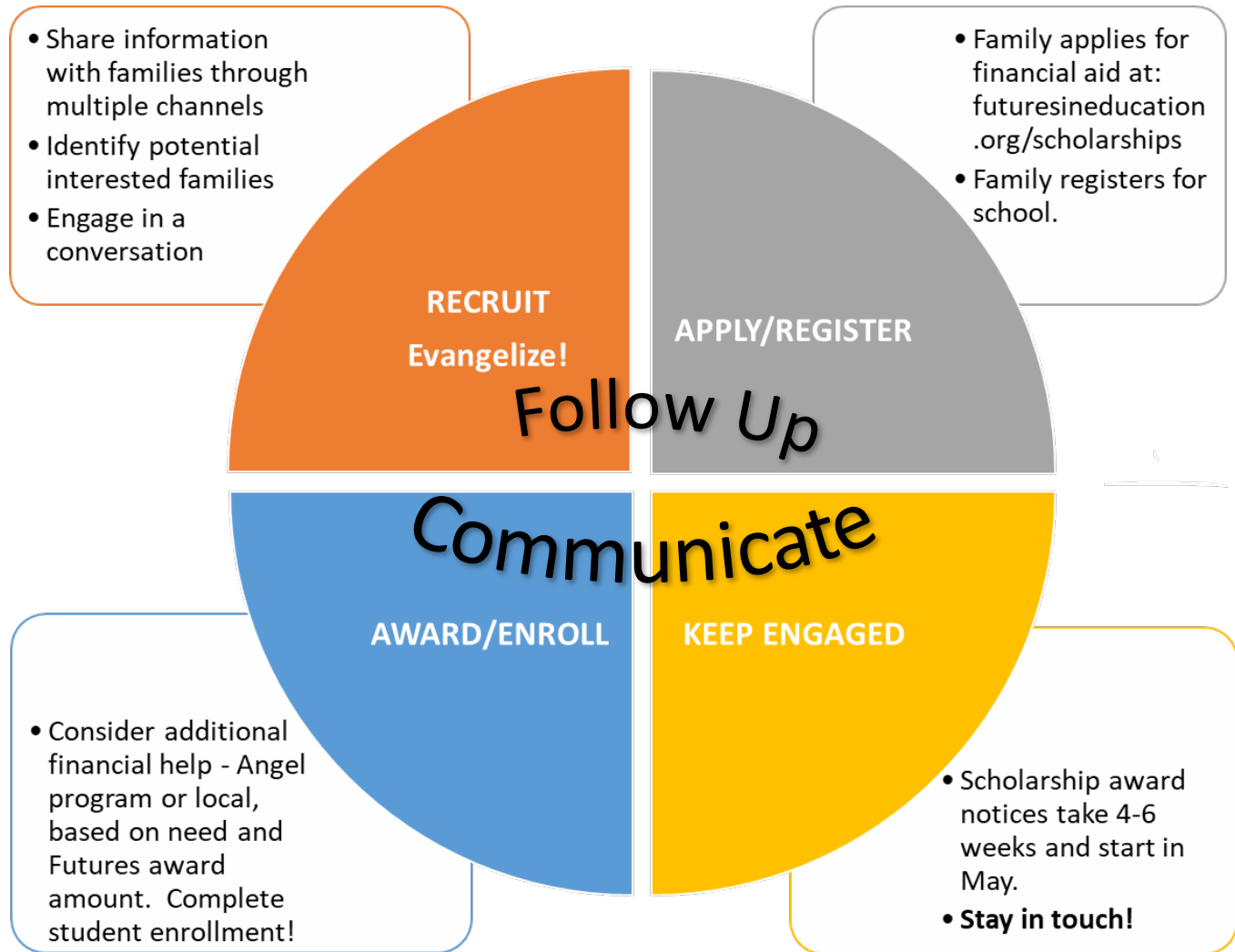


- Set your budget/know your budget (whether it's from parish or school funds)
- Review the data available in the Futures/FACTS financial application
  - Household income and size
  - What the family has expressed they can pay
  - Award amount (if any) given by Futures in Education
- Supplement Futures' awards to meet each family's needs

Note: The family needs to be financially committed – Futures in Education requires that families pay at least 25% of the stated tuition.

# CLOSING THE LOOP

- Identify your Alvaro! - who is the point person with primary responsibility at the parish?
- Have regular communication
- Keep the message clear
- Zoom meetings
- Follow up is critical!



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**Q & A**





# 2021 Year of Renewal

STRENGTHENING THE BONDS BETWEEN  
SCHOOLS, PARISHES, AND OUR COMMUNITY



Appendix: More Enrollment and Recruitment Tips

# WEEKLY MEETINGS -

Enrollment Lists – who's on it?

Scholarship List – who's complete?

Last weeks' family meetings – how many?

Contact with each family – weekly!



**NEW YORK POST**

METRO

NYC Catholic schools seeing new interest, applications from public school families

By Selim Algar November 2, 2020 | 7:05pm | Updated

Facebook, Twitter, Facebook, Email, RSS



WSJ | OPINION

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OPINION | MAIN STREET

*Catholic Schools Are Beating Covid*

Will Joe Biden speak up for those he credits with making him the man he is today?

WSJ Opinion: When Public Schools Closed, These Schools Opened

Journal Editorial Report: Paul Gigot interviews Tom Carroll, the superintendent of Boston's Catholic schools. Image: David L. Ryan/The Boston Globe via Getty Images

## DIGITAL TOOLS

### MAKE THE MESSAGE CLEAR:



- Request Info Links – put them on your websites
- *Apply Now Links* – put them on your websites
  - Use *SchoolAdmin!*
- *Zoom sessions*
  - *Info Nights, can be focused on grade bands, Parishes, neighborhoods*
  - *Promote on Social Media*
  - *Ask parents you know (the school parents) to share the post*
  - *Help for PPT decks is available.*



# 2021 Year of Renewal

FORTALECIENDO LOS LAZOS ENTRE  
ESCUELAS, PARROQUIAS Y LA COMUNIDAD



## Semana de escuelas católicas

Febrero 7 a 13, 2021

Su hijo merece educarse en una **ESCUELA CATÓLICA.**

¡Conéctese a las sesiones de información **EN LINEA** ahora!



# ADMISSIONS FOR NON-ADMISSIONS PEOPLE



## Incoming calls, emails, web forms

Audit your customer service steps from phone call/email to completed enrollment

Do the staff have all the support needed during these trying times?

Is the digital process easy, complete and in use?



## Outgoing calls:

Call your prospects via phone.

Assign this to a person, have them schedule an hour day to do this.



## Online Information sessions

Parents are turning up big time for ZOOM meetings.

Create your slide show, prepare your 'script' for an online presentation

(keep it under 20 minutes!)



## Referrals

Ask your happy parents to help.

Create a social media post, ask your parents to share it on their timelines.

*Parents like you make the difference, please share this and help us help more deserving families like yours!*

[<invitation link to the online info night>](#)



## AREAS WE CAN IMPACT:

Pre-K For All | Financial | COVID related | Happiness ☺

- Efforts to recruit Pre-K's (from anywhere) to our Kindergarten programs

Who was baptized 3-4 years ago? They are Kindergartners for Sept 2021!

- Help them through the Financial applications (and overcome their fears one at a time)
- COVID: **We have been open, in person and safe. Enough said!**
- Everyday is parents' day! Our job is to help them! (be proud of what you do)

**FOCUS**

*on what you can*

**CONTROL**

