2020 Impact Report

CATHOLIC SCHOOLS CENTER OF EXCELLENCE

Thank you

Your commitment to Catholic schools inspires our mission. Our work is only possible because of passionate and industrious school leaders, teachers, parents, volunteers and donors, all uniting to ensure that Catholic education continues to flourish for students now and for ages to come.

Thank you for all you do for Catholic schools.

CENTER OF EXCELLENCE

Our mission is to enhance excellence and increase enrollment in the 79 preschool-eighth grade Catholic schools in the Minneapolis-St. Paul metro area.

Since 2015, we've been sharing innovative ideas, sound business practices, proven strategies and financial resources to help meet each school's individual goals.

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Board message

CSCOE FANS THE FLAME

CSCOE's board members have a passion for our schools and are honored to assist the CSCOE team by fanning the flame of hope and success for our students in any way we can.

One of this year's significant tasks was filling CSCOE's key leadership positions, and we tapped two Catholic school principals for the roles. We welcomed Brian Ragatz (St. Odilia Catholic School in Shoreview) as president and Jennifer Haller (St. Michael Catholic School in St. Michael) as director of excellence. Brian is a product of Catholic education (since kindergarten!) and has nearly 20 years' experience in Catholic schools in the Archdiocese of St. Paul and Minneapolis. While serving his school communities, Brian became a second lieutenant in the Minnesota National Guard, serving as a chaplain candidate. Clearly, he has a heart for service, and his passion and expertise will help lead excellence and enrollment in our Catholic schools.

We always focus on what will have the greatest impact on our schools, and we've been networking and fundraising to bring those ideas to fruition. We've been excited to promote Believe and Read, in partnership with Groves Academy and Cretin-Derham Hall. Thirtythree Catholic schools are using this best-in-class literacy program, and we're working to add more schools next year!

The CSCOE team was attentive to virtual fundraising, enrollment and marketing. Our partnership with Tierney helped schools pivot to distance learning by guiding teachers with spot-on technology expertise. And to assist with immediate needs, CSCOE issued grants through the generosity of the Richard M. Schulze Family Foundation.

Our Catholic schools didn't just survive in the crisis — they thrived. Enrollment even increased overall! The board is grateful to all who bestow the gift of faith and education on our children, including parents — you, especially, help fan the flame.

READ MORE ABOUT CSCOE'S BOARD AND TEAM: CSCOE-MN.ORG





President's message

DEAR FRIENDS OF CATHOLIC SCHOOLS,

Couldn't be more honored, proud, yet humbled to be chosen to lead this amazing organization!

I thank board member Kathy Schneeman for introducing me in her message. Here are two additional things you should know about me.

First, I believe in Catholic education with my whole heart. Our whole-child education not only prepares children to be academically successful, but also teaches them about integrity and living with virtuous values, which will lead them to much success in life. Honestly, it is the greatest investment a parent can make!

Second, I believe in the foundation of CSCOE, and that will not change. We are and will remain an opt-in and individualized organization meant to help schools enhance excellence while filling seats. The CSCOE train isn't stopping, and our staff works tirelessly to help deliver on our promise.

For all of us, 2020 was a year of immense challenges and even hardships. But when it comes to excellence, 2020 was most certainly not a "lost year," as some have described it. Not only did our schools thrive during distance learning, but also, our students had around 130 academic days of in-person learning preceding the pandemic. Students' growth is further proof of the impact our schools have on their communities and the impact CSCOE has on our schools, as shown in the stories throughout this report.

2020 also provided some unique opportunities for teachers to develop new ways to enhance excellence during distance learning, which I believe was so successful, in part, because of a clear focus on the connections and relationships within each school community. As a result, we have seen a significant increase in enrollment in our schools for the first time in decades!

This increase in enrollment is not just a result of committing to full-time, in-person learning, but of the successes our communities experienced (and talked about) during the pivot to distance learning.

2021 will bring its own challenges and opportunities. However, if the resilience and growth CSCOE and its schools have shown is any indication of what is to come, I'm ready for a positively unprecedented year!

COUID response Catholic schools prove a powerhouse

When schools closed their doors last March because of the COVID-19 outbreak, Claire Mills, a thenfirst-grader at St. Vincent de Paul Catholic School in Brooklyn Park, waved goodbye to Principal Maggie Dawson, thinking they'd see each other again in a few weeks when school reopened. But Claire didn't bounce back through those doors again until almost six months later — this time, as a second-grader.

Through distance learning in the spring, planning throughout the summer and reopening the school in the fall, Dawson and her staff stayed agile and nimble thanks to faith and to support from the Catholic Schools Center of Excellence.

The 79 preschool through eighthgrade Catholic schools in the Archdiocese of St. Paul and Minneapolis continued academic excellence and community connections for the remainder of the school year's distance learning. With CSCOE's support and guidance, the transition to distance learning — and ensuring each student had access to technology — proved to be seamless and synchronistic, said Steve Hanson, a fifth-grade teacher at St. Bart's Catholic School in Wayzata.

Because of the CSCOE-provided tools — an online forum for principals and teachers; professional development and how-to videos created by CSCOE's technology partner, Tierney; and weekly Zoom calls for administrators to ask questions and share insights — Dawson said she, her team and students didn't miss a beat. On the first day of distance learning for the St. Vincent de Paul community, students and parents tuned into her Facebook Live for morning prayer, the "Pledge of Allegiance" and announcements. That continued daily through distance learning.

"I needed to provide guidance and leadership for my staff, students and families," said Dawson, who was a first-year principal in the 2019-20 school year. "CSCOE paved the path for me. Then, I could communicate clearly and calmly with my community."

We're built to face hard things together.

Katie Mills, mom to Claire and preschooler Ellie, said Dawson's videos were a positive way to start each day during an uncertain time.

"We were able to pray together, set daily goals, celebrate birthdays and even hear what we would have had for hot lunch that day," Mills said. "We could feel the love, support and encouragement of the entire St. Vincent de Paul community."

Catholic schools across the Twin Cities metro area turned to social media as a way to rally together. The hashtag #everykideveryday, paired with a piece of good news or a picture, sent waves of hope and encouragement to families. And each night, Annemarie Vega, CSCOE's director of enrollment, launched a nightly Facebook Live segment from her basement, where she casually interviewed Catholic school parents and guardians.

"We covered the good, the bad and the ugly," Vega said with a chuckle. "Parents got really honest about working from home and facilitating online learning at the same time. It became a way for school communities to rally around families."

CSCOE went further with a dedicated Parent Appreciation Week, sending certificates to local Catholic school families and thanking them with billboards around St. Paul and Minneapolis. Those same billboards displayed congratulatory messages to the 1,955 Catholic grade school graduates last spring.

Through distance learning, the many blessings of Catholic schools were reinforced.

"Our schools have existed for centuries. We're built to face hard things together," said Helen Dahlman, a consultant with CSCOE who helped facilitate many of the resources for school leaders and their staffs. "We can lean on each other, our faith and our Savior."

During distance learning, CSCOE facilitated webinars for schools about how to host virtual galas and create an excellent distance learning experience for preschool students. To provide summer enrichment for Catholic school students, CSCOE enlisted partners Lundstrum Performing Arts, the University of St. Thomas School of Engineering and 4 His Glory Sports.

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Photo courtesy Highland Catho



From the onset of the pandemic to th

March

While Catholic schools build community and excellence in distance learning, CSCOE supports schools with communications coaching and webinars. Through CSCOE partnerships, schools utilize technology support and professional development from Tierney, and the cohort with Frank Donaldson of the Institute of School and Parish Development continues virtually.

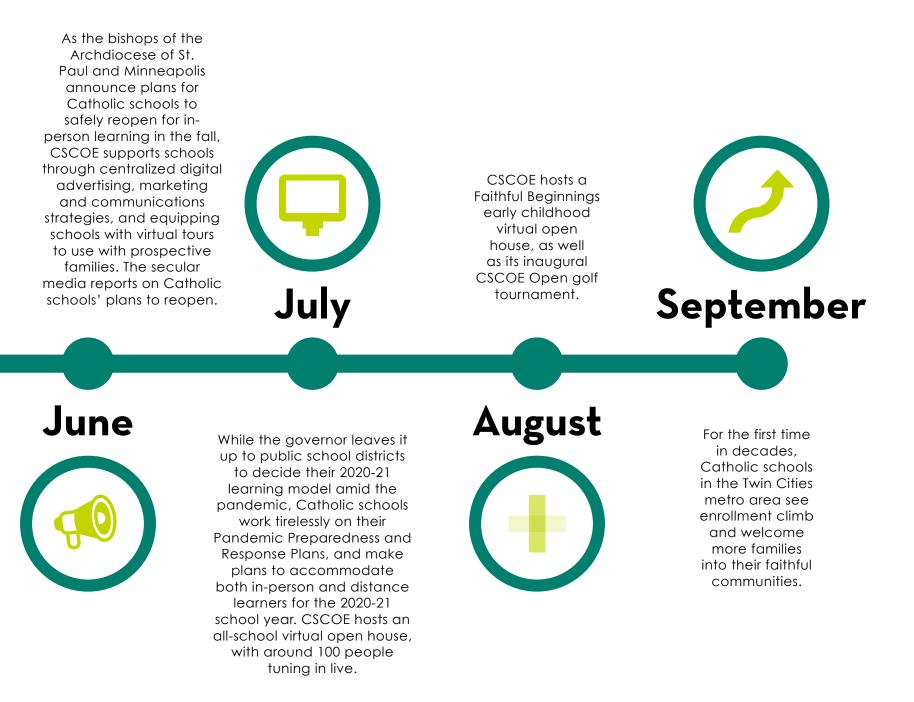


Catholic schools close their buildings and pivot to distance learning in a matter of days. The CSCOE team hits the road to visit schools and capture their plans on Facebook Live. Per principals' requests, CSCOE hosts a weekly "Ask Us Anything" and a nightly Facebook Live segment, interviewing Catholic school families about their positive experiences with distance learning.

April

The CSCOE Bash goes virtual, raising more than \$500,000 for Catholic schools' most urgent needs and expanding our footprint of supporters across the country. **CSCOE** starts a billboard campaign, congratulating Catholic school graduates.

e start of the 2020-21 school year





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TAMADRED

A teacher at St. Therese Catholic School in Deephaven teaches a Believe and Read lesson. Photo by Robert Cunningham.

A Catholic school student performs in CSCOE's second annual Shine On: A Showcase of Catholic School Talent competition in March 2020. Photo by Robert Cunningham.

CSCOE President Brian Ragatz and Immaculate Conception Catholic School Principal Jane Bona (right) congratulate the school's food services director, Vickie Zelinka, for receiving CSCOE's first Halo Award as part of its Saintly Service Initiative. CSCOE photo.

> CSCOE's Spanish-language radio show, "Encountering Excellence," celebrated its fourth anniversary with La Raza radio station this year. From left, Maricruz Hernandez, CSCOE Latino enrollment coordinator and program host; Annemarie Vega, CSCOE director of enrollment; and Carmela Kochevar, also a program host and a Catholic school parent, went on air in September to mark the occasion. Listeners of the weekly show interested in enrolling their children in Catholic schools consistently call the Latino enrollment team throughout the year. CSCOE photo.

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THE WORD OF TRUTH WITH RY AS OUR GU

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CSCOE's Top 10 of 2020

BELIEVE AND READ

Thanks to CSCOE's partnership with Groves Academy and Cretin-Derham Hall High School, 33 Catholic schools participate in Believe and Read, a best-in-class literacy program with the goal of ensuring that each student reads at or above grade level by fourth grade. CSCOE works to add more schools to the program every year.

BIG BANG C-STEM FAIR

CSCOE's annual Catholic school science fair went virtual! Seventy-three students participated, with the top winners earning a trip to the Vatican Observatory in Arizona. Father James Peterson, pastor of Immaculate Conception in Columbia Heights, said a blessing, and FOX9 meteorologist Jennifer McDermed announced the winners via Facebook Live in April.

C-STEM LENDING LIBRARY

In collaboration with the University of St. Thomas School of Engineering, CSCOE continues operating the C-STEM Lending Library, lending hundreds of cutting-edge kits and materials to Twin Cities preschool to eighth-grade Catholic schools — 713 to date.

LATINO ENROLLMENT

The Latino enrollment team enrolled 116 new students from 77 families for the 2020-21 school year, bringing the team enrollment total to more than 350 students over the past three years.

LEADERSHIP CONFERENCE

Joined by Archbishop Bernard Hebda and Bishop Andrew Cozzens, CSCOE hosted Catholic school principals, pastors and business administrators for several days of inspiration and education focused on organizational leadership. Brian Sinchak, president of Lakewood Catholic Academy in Cleveland, energized attendees with sessions on creating and sustaining a dynamic Catholic school culture, financial best practices, change management, and the importance of effective leadership teams.

SAINTLY SERVICE: WISDOM FOR GROWING CATHOLIC COMMUNITY

CSCOE launched Saintly Service, a program in which the charisms of seven great saints guide Catholic school faculty and staff to enhance school culture. Each month, members of Catholic school communities nominate those who exemplify these charisms for a monthly Halo Award.

SALESFORCE

Five talented University of St. Thomas interns entered 80,000 contacts into Catholic schools' alumni databases, helping schools to better communicate with and engage their alumni.

SHINE ON: A SHOWCASE OF CATHOLIC SCHOOL TALENT

Partnering with Lundstrum Performing Arts, CSCOE hosted its second annual talent competition in March (just before the state shutdown). Catholic school students in grades four through eight showcased their God-given talents in the performing and visual arts to a full audience at Providence Academy in Plymouth. Seventeen acts from 13 schools performed at the competition, and 30 students participated in the arts show.

CLASSROOM SUBSTITUTE TRAINING

After principals identified the need to recruit more classroom substitutes, CSCOE enlisted two veteran Catholic school principals to facilitate classroom substitute training for 70 participants via a live meeting and virtual sessions.

DIRECT FINANCIAL SUPPORT

In 2020 alone, CSCOE will have distributed around \$3.5 million directly to schools to enhance excellence and increase enrollment, and will have invested another \$2.5 million in centralized programs — such as leadership development and marketing — that support all schools.



Enhancing excellence

CSCOE's newest initiative provides strategies, resources to support mental wellness in Catholic schools

Experts agree that at least one in every five students in U.S. classrooms have a diagnosable mental health or behavioral health condition. Of those, only about one-third of them receive the necessary help, primarily through their schools.

Those national statistics, added to needs expressed by local Catholic school principals, prompted the Catholic Schools Center of Excellence to launch its Peace of Mind initiative in July 2020.

"The majority of calls I got as a principal came from parents worried about children feeling

a high level of anxiety or showing early symptoms of depression — and this was long before COVID-19," said Brian Ragatz, CSCOE president and former principal at St. Odilia Catholic School in Shoreview. "With Peace of Mind," he added, "one of our goals is to provide opportunities for teachers and counselors to help children better understand themselves and learn that it's OK to ask for help."

The program, which is fully funded by CSCOE, takes a three-pronged approach. It offers a menu of services tailored to support Catholic school principals, teachers, students and parents.

Principals, for example, can join small virtual groups to share experiences and learn strategies for handling trauma, anxiety and stress. Each principal also has access to individual confidential consultations with a licensed psychologist and can attend a wellness retreat.

"In the teacher-support realm, we have videos and live Zoom sessions on mental health-related topics. Each school can also designate up to four staff members to take online certification courses on how to address anxiety or ADHD," explained Jennifer Haller, CSCOE's director of excellence and former principal of St. Michael Catholic School in St. Michael. For students, CSCOE will provide each Catholic school with 10 child-friendly book titles on mental wellness, such as "What to Do When You're Cranky & Blue" and "The Boy with Big, Big Feelings."

Lastly, parents can download free resources about social and emotional learning, access educational videos, and participate

in monthly virtual presentations led by a psychologist.

"These talks all focus on understanding mental health through brain and behavioral science. When we understand the brain state that children are in, we can get through to them better," said Dr. Jules Nolan of Phoenix School Counseling, one of CSCOE's partners in the Peace of Mind initiative.

"One problem is that the wellness industry has told us that if we're unhappy or anxious or worried, we're not healthy — and that's 100%

wrong," Nolan noted. "The best thing parents can do is give their children the opportunity to experience some stress, so they can learn how to manage or alleviate it."

"Ultimately, student achievement is stronger when kids are socially, emotionally and mentally balanced," Haller added.

CSCOE leaders are confident that its Peace of Mind resources will support Catholic school communities at a critical time.

One of our goals is to provide opportunities for teachers and counselors to help children better understand themselves and learn that it's OK to ask for help.

Increasing enrollment Preparation pays off

More than 1,000. That's the number of new students in kindergarten through eighth grade that Twin Cities area Catholic schools welcomed this fall. The system-wide enrollment increase is a result of years of hard work that positioned Catholic schools to meet families' needs amid the COVID-19 pandemic.

On the heels of last spring's statewide school shutdown, families spent the summer waiting for the governor and school districts to announce plans for the 2020-21 school year, many of which included hybrid schedules and distance learning. Meanwhile, Catholic schools announced in June plans to return to class in person. As each school devised safety and preparedness plans, parents welcomed the stability of in-person learning. Word quickly spread in neighborhoods, churches and on social media, and phones began to ring in Catholic schools across the Twin Cities metro area.

But it wasn't just the quick response to the pandemic that drew families to Catholic schools. In fact, Catholic schools have been enhancing their marketing and enrollment efforts over the past several years, strategically working to tell their story. From

improved websites to professional marketing campaigns to well-executed advertising, Catholic schools were prepared to show parents why students thrive in their communities.

"So much of what we've done with admissions and enrollment primed the pump for this to happen the way it did," said Annemarie Vega, director of enrollment for the Catholic Schools Center of Excellence. "Changing schools is not easy, and even with the pandemic, it's not something families take lightly. This was an opportunity for families who always wanted to check us out to tour buildings and see what we were all about. Now we are hearing many say they wish they had come sooner."

Becky Kennedy, principal at Our Lady of the Lake Catholic

School in Mound, where enrollment has increased 20%, hears those comments from new families.

"A parent called me and said, 'I can't believe we waited this long' to switch," Kennedy noted. "Parents who have transferred their children are happy, and they are impressed with the education their kids are receiving. Even after the newness of the first weeks of school have worn off, their kids are still excited to be coming."

It's a comment familiar to principals and staff, who have been working with CSCOE for years to share success stories. School representatives in CSCOE's Admissions and Marketing Squad commit up to 10 hours a week to work on marketing initiatives, and they

> meet several times a year to share ideas and successes. In addition, CSCOE has provided schools with targeted Facebook ads, billboards promoting Catholic schools, and advertising highlighting Catholic school messages of affordability, inclusivity and academic excellence. During the state shutdown, CSCOE even produced a targeted commercial about distance learning that played

on streaming services to reach parents with school-aged children.

"We had great momentum going into summer," Vega said.

Catholic schools responded by developing virtual tours to give prospective families a personalized experience, and dedicating staff to ensure they received the attention they deserved.

"Behind the scenes, we had a roadmap for how we were going to grow," said Kassie Ricke, advancement director at Our Lady of the Lake. "It's been great to see new families witness the beauty of Catholic school, and see our existing families welcome them."

In the Archdiocese, overall Catholic school enrollment is up for the first time in nearly two decades.





Tale of a turnaround

Innovative programs contribute to transformation at St. Jude of the Lake

Shortly after becoming principal of St. Jude of the Lake Catholic School in Mahtomedi, Carrie Hackman dusted off Snowflake the Penguin, the school's longforgotten mascot. Soon, penguins began appearing all over the school, where students are referred to as "PengWINNERS," and penguins from St. Paul's Como Zoo make an annual appearance.

"That school spirit is one reason why we affectionately call this school 'Our Happy Place," Hackman said.

When she arrived in 2016, however, enrollment had been trending downward since the middle school closed in 2013. In addition, the 81-year-old school that serves preschoolers to fifth-graders faced stiff competition

from the local school district, which consistently ranks as one of the state's best. Yet, between 2016 and 2020, St. Jude's K-5 enrollment skyrocketed from 43 students to 114 students — a 165% increase.

"It takes leadership to inspire the monumental change that was necessary,

and Carrie is the catalyst. She is very visible, talking with students and families every day, and her energy and enthusiasm for the school is infectious," observed Jen Charter, who has two sons at St. Jude.

Another contributor: an influx of innovative programming.

"We were always a good Catholic school, but we needed a wow factor. That's what Carrie and her staff have brought in," said Father Chad VanHoose, pastor at St. Jude of the Lake since 2019. For example, the school's science curriculum incorporates a Lego robotics lab, a tank for raising tilapia, and an aquaponics lab where students grow lettuce, rosemary and mint.

The school recently added more hands-on learning opportunities by planting a small apple orchard on its campus and constructing a greenhouse. In time, the school plans to provide produce for the parish's food shelf and establish a farm stand for community use.

"We wouldn't be able to do half the things we've done without CSCOE's support," Hackman said.

Jill Ryan, a fifth-grade teacher and STEM specialist, agrees. She appreciates the CSCOE-sponsored C-STEM Lending Library, the annual Big Bang Catholic STEM Fair and the technology upgrades.

"CSCOE is a cheerleader for us," Hackman added. "From their prayers to professional development support to financial support, CSCOE helps us to be current. We can tell our story even better and be proud of it."

We wouldn't be able to do half the things we've done without CSCOE's support. Hackman also noted her team's participation in the CSCOEsponsored cohort with Frank Donaldson of the Institute for School and Parish Development. St. Jude is one of 13 Catholic schools to join monthly meetings with Donaldson to learn about and implement an

institutional advancement plan.

"Clearly, the incredible impact CSCOE has had on St. Jude touches so many people and areas," Hackman said. "It is literally everywhere."

All of this momentum has led the school's leadership team to discern whether to expand past fifth grade, according to Father VanHoose. As a parent, Charter hopes that her children can stay at St. Jude through middle school.

"We have all of the key pieces in place — Carrie's leadership, Father Chad's support, teachers who go above and beyond, dedicated parents, and cooperation with the parish," Charter said. "It's all necessary to create an amazing place of learning that our kids can't wait to get to in the morning."

CSCOE supporters Ed and Suzie Kocourek

Catholic education is a thread that stitches families together. Ed and Suzie Kocourek are proof of it, and they have made the Catholic Schools Center of Excellence an important part of their decades-long support of Catholic education.

The parents of eight children, all of whom have attended Catholic schools, learned about CSCOE in 2016, when they volunteered as chaperones for the first Mass of the Holy Spirit at CHS Field in St. Paul. "It was aweinspiring to see the busloads of children being dropped off from the surrounding 79 Catholic schools," they said. "The music, the energy and the incredible feeling of the Holy Spirit being present was overwhelming. We knew at that moment we were committed to CSCOE and its mission."

The Kocoureks met as elementary education majors at the University of St. Thomas in St. Paul and got to

Ed and Suzie Kocourek with their granddaughter. Photo courtesy the Kocoureks

know each other better as fellow teachers at Nativity of Our Lord in St. Paul. Ed left teaching after six years and built a successful career in business ownership. Suzie stopped teaching after their second child was born but has returned more than 25 years later, rejoining the profession as a full-time substitute teacher at St. Joseph's Catholic School in West St. Paul. She even has taken advantage of substitute-teacher training that CSCOE

sponsors each fall.

"The early years of a child's faith formation are critical," Suzie said. "Catholic grade schools help to make this foundation even stronger. It's a beautiful thing when children and their classmates can pray, receive the sacraments and do charity work together within an academic setting."

Ed and Suzie identify enthusiastically with CSCOE and enjoy participating in its annual galas, providing financial support and attending the Masses of the Holy Spirit. They consider CSCOE "as our Blessed Mother wrapping her mantel around the schools, gently giving support and direction where needed."

Summing up their love for Catholic education, they observe, "If you put God first, everything else will fall into place."

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SHARING GOD'S LOVE IN AN 'UNPRECEDENTED TIME'

By Father Michael Tix

Episcopal Vicar for Clergy and Parish Services, Archdiocese of St. Paul and Minneapolis Parochial Administrator, St. John the Baptist Catholic Church and School, Vermillion

One of the ways that we have all talked about the year 2020 is as it being an "unprecedented time." It is this year that will forever be associated with the COVID-19 pandemic, social unrest and racial injustice. Our unprecedented time has left us with a clear challenge to

begin conversations that result in action toward serving the common good as we all put faith into action and live out Jesus' command to treat others as we would want to be treated.

This has also been an unprecedented time for Catholic schools in the Archdiocese of St. Paul and Minneapolis. While Catholic schools in other parts of the country have declined and closed, there has been a renewed surge of interest in Catholic schools here that has not been seen in more than a decade. Many schools not only have filled open seats for the 2020-21 school year, but we are also hearing of waiting lists! As maybe the bestkept secret in town, people are seeing in our Catholic schools a commitment to children and families, and state-of-theart curriculum and technology to help children learn and grow to their fullest God-given potential.

as they explored the idea of a Catholic education, they found something much more. What people found was a community grounded in Jesus Christ and God's love for all. As maybe the best-kept secret in town, people are seeing in our Catholic schools a commitment to children and families,

> and state-of-the-art curriculum and technology to help children learn and grow to their fullest God-given potential as leaders of tomorrow, who can bring the hope of a world made new.

In this unprecedented time, our Catholic schools are welcoming new students and new families. As they are experiencing the best of our Catholic schools, they are also sharing the Good News of Catholic education with their friends in a way that will surely open new doors and fill more classroom seats. The other door being opened that can't be lost is the opportunity to help children and families experience Jesus Christ in the Catholic Church and for them to grow in a sense of faith, hope and love expressed in ways of service to their neighbor.

Why the renewed interest? Some would point to our Catholic schools declaring early that after distance learning in the spring, they would open with traditional classroom learning five days a week. While this declaration might have caught the interest of people

With the brokenness of our world today, this is an unprecedented time for our Catholic schools to share the light of God's love and to plant the seeds of faith for generations to come.







Catholic Schools Center of Excellence 6600 France Ave S, #520 Minneapolis, MN 55435



April 10





