



eNewsletter 2021 Term 1 Edition

Important Dates

Catholic Education
Week
(3-9 May)
Monday 3 May 2021 -
Monday 30 November -0001

Catholic Schools
Open Week
(9-15 August)
Monday 9 August 2021 -
Monday 30 November -0001

Upcoming Events

Educate+ Adelaide
2021 International
Conference
Date: Monday 6 September

Happy New Year!



Welcome to 2021! Hoping you've had a great start to the school year! (How did we get into February so quickly?)

We're kicking off the new year with a new name for our collective of marketing and comms staff in schools – the Communications and Marketing Network.

We've been known as "shared ideas" for a number of years. We'll still be sharing ideas but we believe this network is about much more than that!

In 2021 we will:

- Work together to strengthen the reputation of each of our schools and Catholic Education SA
- Learn from each other and enhance our skills
- Keep you informed and up-to-date on Catholic Education initiatives
- Collaborate on shared profile-raising programs.

Share your news and content!

We're always after good news stories, school and individual student or teacher achievements, and student artwork and more for both the [CESA News](#) and [CESA Facebook](#) page.

Please send your worthy news stories, media releases and/or photo galleries to [Corrin Wakely-Young](#) and cc [Siobhan Evans](#).

Here is an example of some of the gallery photos supplied for our First Day of Reception album...



04.02.21

200 years of Catholic Education



In 2021 we are celebrating 200 years of Catholic Education in Australia. During that time, our schools and colleges have educated millions of Australians.

The official launch of the celebrations will be held in the week commencing 22 – 26 February 2021 and will involve local state, territory and diocesan events.

A National Mass will also be celebrated in every state, territory and diocese on the Feast of Our Lady Help of Christians on 24 May 2021.

Learn more at the website [Celebrating 200 years of Catholic Education in Australia](#).

20.01.21

New Responsive Websites...



Take a look at the following school and CESA websites that have recently launched.

The CESA/Boylan responsive website templates are our preferred and recommended websites for schools. We have over 60 schools using these sites at a very cost-effective price and we provide ongoing support and updates to these sites at no extra charge to schools.

Congratulations to the following schools on the launch of their vibrant new websites:

- **St Columba College, Andrews Farm**
- **St Paul's College, Gilles Plains**

We've also launched the following website, using the same Content Management System:

- **Key Capabilities Continua**

Like what you see?

Contact [Siobhan Evans](#) to enquire about a CESA/Boylan responsive website.

11.02.21

Introducing new website features...

If you're on the CESA/Boylan responsive website templates, we've implemented the following features and functions that will be available to you next week - free of charge. These functions will be accessible in the backend of your website for use whenever you want to use

them, they don't need to be activated - just dive in whenever you're ready. Instructions on how to use these features will be outlined in the User Guide (linked from the dashboard when you login to webtemplate).

View the photos below to show examples of how this functionality will look and operate.

Sticky Menu

This is a series of up to four icon tabs that appear on scrolling when arriving at a website - they expand to show description on hover and can link to places such as School Prospectus, Book a Tour, etc. The icons, text and links are all editable.

URL Forwarding

URL forwarding (or URL redirection) allows a web page available under more than one URL address. When a web browser attempts to open a URL that has been redirected, a page with a different URL is opened. This functionality can be used to create a shorter URL that the one that is automated for a web page.

Promo Tri Block

Promo Tri Blocks are essentially Tri Blocks (which include 1, 2 or 3 buttons within a strip on your homepage to link to other locations within your website). The Promo Tri Block allows you to include images and description text for each item - in addition to the title and link. Multiple Tri Blocks can be used on your homepage and on internal pages within your website.

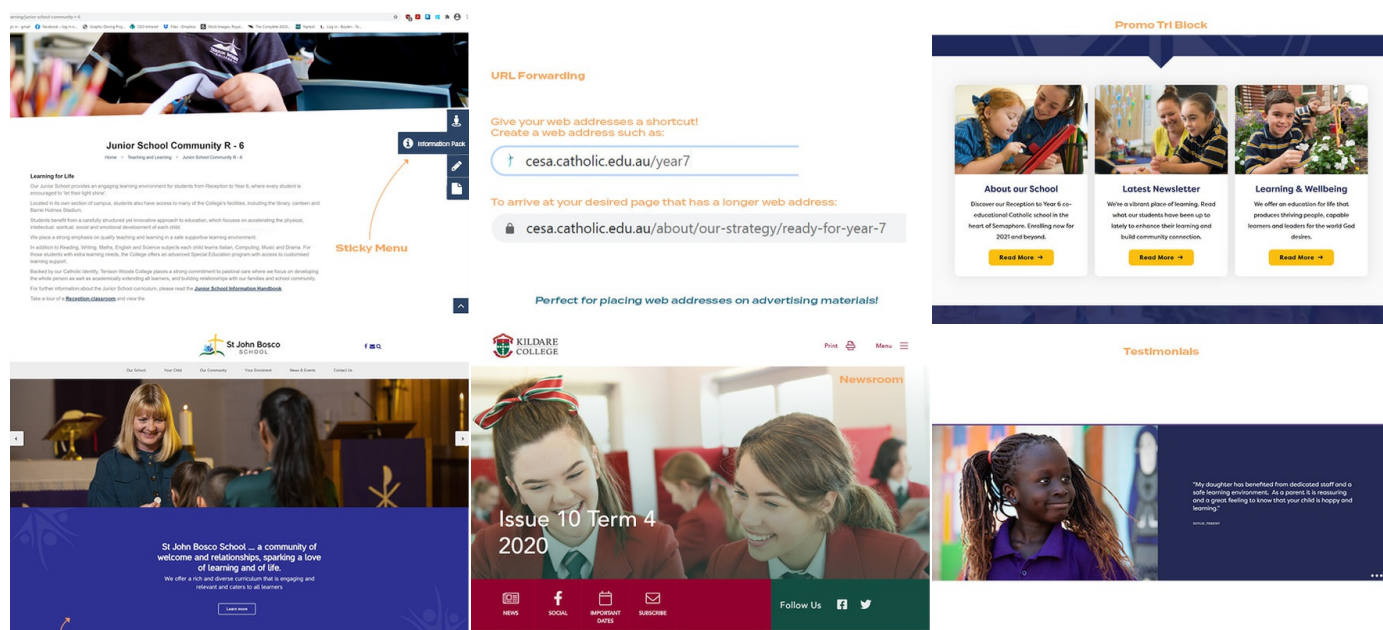
Welcome Block

The background appearance of your homepage Welcome Block was previously the only homepage element that could not be changed - now it can! You can now edit the background of your Welcome Block, as well as feature various Welcome Blocks of different appearance on your homepage.

Existing features you may not know about...

Other functions that you have within your site that we've noticed some schools are not aware of include a website Pop-Up (with news story, form, link or plain content) and Testimonial homepage element (a two column scroll with picture and text). Instructions for how to use a Pop Up on your website are included on Page 63 of the current **User Guide**.

If you have any questions or need assistance with your website, please contact **Siobhan Evans**.



Newsroom digital eNewsletters

This right here - the newsletter that you're reading - has been produced in our new Newsroom Module, available to all CESA/Boylen responsive websites!

Notice the ability to read more by expanding and collapsing articles without being redirected? See the inclusion of galleries, video and forms within the one newsletter?

We've been working hard to tailor this module to the needs of a variety of schools and their communities. We hope you like what you see.

Please contact **Siobhan Evans** to book a one-on-one training session on how to use this Newsroom for your schools digital newsletter.

Covid-19 website banners

Many schools have a COVID-19 Alert banner activated on their websites.

With the current decline in active COVID-19 cases in South Australia there is decreased relevance for this banner to remain in place.

The CESA Marketing Team will work through deactivating these banners in the coming weeks. Should you wish for your banner to remain active or should you require it be removed urgently, please contact **Siobhan Evans**. Please note – the banner will be reinstated if the situation changes.

New parent survey launched

The Communications and Marketing Team is working with CESA's Strategy Coordinator, to roll out a survey across Catholic schools and colleges. The survey is for families who have a student who is either:

- An Early departure – they have left before the normal graduation point
- A graduate – they have finished their studies.

A small number of schools took part in a pilot in Term 4, 2020 and principals have been given information about the expansion of data collection in 2021.

The survey provides a confidential feedback process for families and will provide additional critical information to identify trends in schools and across Catholic Education SA.

For more information please contact **Shannon Short**.

Advertiser opportunity to promote formals



The Advertiser is promoting an opportunity to profile school formals in 2021.

A circular about this offer has also been sent to principals.

Photo galleries will be featured in the Advertiser's online edition and be available to subscribers.

Please note – participation is at your discretion – Catholic Education SA is simply sharing information about this opportunity.

To find out more and register your interest please complete the **School Formal form** or email miles.kemp@news.com.au to make arrangements.

Image for effect only – supplied by Kildare College.

Our Team

Marketing and Communications



Shannon



Deanna



Corrie



Courtney



Siobhan

How do you like our newsletter?

Like our new Newsletter format?*

Please Choose

Do you have content you'd like to see from the Comms & Marketing Team in future editions?:

Place your suggestions here.

Communications & Marketing Professional Learning Semester One 2021



TERM ONE (January 27 to April 9)	
Planning for 2021 and how COVID has changed the way we do comms **	9am to 11.30pm Tuesday February 16
Media Training for Principals	8.30am to 12pm Monday February 22
Newsroom Training for CESA Websites 	1.5 hours per school Thursday March 11
Developing your Communications and Marketing Strategy	9.30am to 4pm Thursday March 25

TERM TWO (April 27 to July 2)	
Media Training for Principals	8.30am to 12pm Tuesday May 11
Professional Development Session: Topic TBA **	9am to 10.30am Wednesday May 19
Newsroom Training for CESA Websites 	1.5 hours per school Wednesday May 26
Update your Prospectus	9am to 12pm Thursday June 17

CALENDAR DATES	
CATHOLIC EDUCATION WEEK	Monday May 3 to Sunday May 9
CATHOLIC SCHOOLS OPEN WEEK	Monday August 9 to Sunday August 15

How to register:

Semester One Workshops and Training Sessions will be held at CEO Thebarton
Further information and registration is available at
<http://registrationcentre.cesa.catholic.edu.au/marketing>

** These two sessions are FREE and don't require registration but RSVPs are appreciated - please email Deanna.Bator@cesa.catholic.edu.au

Semester Two Workshops and Training Sessions will be announced in 2021.



Learn more about each event in the [CESA Registration Centre - Marketing](#)

[Read More](#)

The Southern Cross



The Southern Cross is the official newspaper and news site of the Catholic Archdiocese of Adelaide. It is a great place to share news about your school or college.

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Download the [Southern Cross Media Kit](#).

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