



CATHOLIC SCHOOLS OPEN WEEK AUGUST 9-15



Catholic Schools Open Week and COVID-19 restrictions

Well this wasn't the start to Term 3 that we were hoping for! However, our Catholic Schools Magazine will be inserted in this Saturday's Advertiser and advertising for Catholic Schools Open Week will proceed as planned.

The majority of our advertising encourages parents to "book a tour" or "enrol now" – both of these actions are still possible.

We will continue to update messaging where possible throughout the campaign to address current restrictions.

Group and personal tours cannot be conducted under the current restrictions that apply for the next 7 days. Schools should prepare for the possibility that face-to-face events and tours may not be able to be held in Week 4. Some things to consider:

- Check your website content – does it need any alternative wording?
- Are there any alternative options for prospective parents to find out more about your school? Some examples:
 - Host a webinar or live Q&A with the principal
 - Prepare a video message for your school website and/or social media
 - Film your Principal giving a school tour
 - Promote a virtual tour
- If you have any tours or other face-to-face events planned in coming weeks - do they need to be postponed?

Keep scrolling for more information about some of these options.

Setting up a Facebook Event

A Facebook Event is a great way to promote tours and events that are happening at your school because it allows your followers to share and invite others to the event. You can promote it easily through Facebook to reach more people and it allows people attending to receive notifications in the lead up to the event. It also prevents it from being lost amongst other posts in the news feed.

1. Select 'menu' and then 'event' under Create or select 'event' under 'create post' depending on your set up
2. Select the type of event you will be hosting - in person or online
3. Complete the information on the left hand side including the event name, date and time, description and set the category to 'networking'. Select 'next'.
4. Add the address for the event and upload a cover image (1920 x 1080 pixels)
5. Select 'event settings' to add a co-host
(Please add @CatholicEducationSA during Catholic Schools Open week)

And publish your event!

If you need help setting up your Facebook Event, please contact **Courtney Garfoot** (Courts).

Ideas for online events

With the everchanging COVID-19 restrictions, it may not be possible to host a physical tour of your school. However, there are many ways to show prospective families what your school is like, even when you can't physically host a tour.

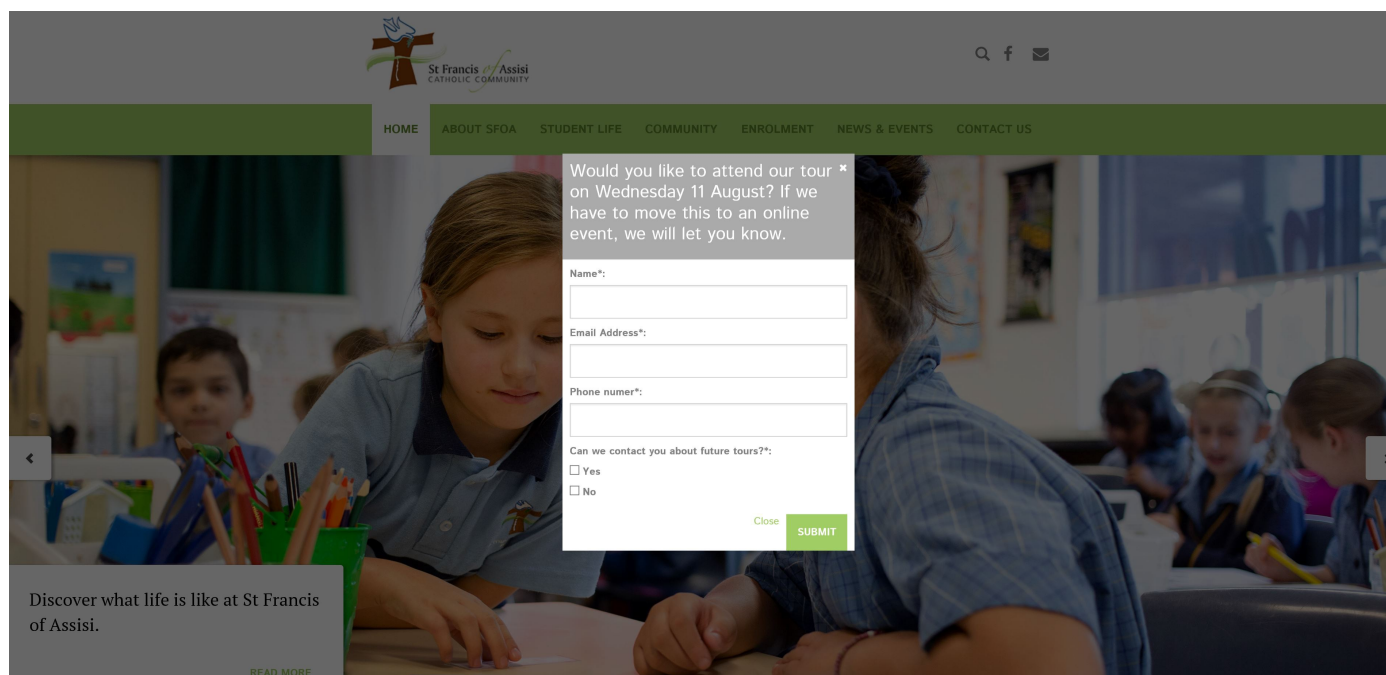
Remember, promotional activities are as important when organising an online event as they are when organising a face-to-face event - people can't come if they don't know it's on! Focus on your target audience, this is about your parents and what they want to know about your school. Put yourself in their shoes.

Here are some ideas for running an online event:

- A webinar with an iPad as Principal shows prospective parents around the school on Teams or Facebook Live
- Pre-recorded video shown to families through Teams, introduced and concluded by the Principal or school leader with a Q&A
- Have a teacher follow the Principal on a tour of the school using Teams or Facebook Live
- Q&A with the Principal on Facebook Live or Teams
- Use content generated by students in a video to show prospective parents
- Combine a virtual story time with a tour or Q&A for primary school families

If you need help with any of these, please don't hesitate to contact **Courtney Garfoot**.

Have you activated your pop-up?



Now is a great time to activate your pop-up, if you haven't already, to capture the contact information of prospective families for tours.

A pop-up is shown when the users first enter the website. For CESA Boylen websites, this can be changed through Web Template (see page 64 of the User Guide for instructions). We recommended creating a form with an introduction such as:

We currently have the event on [XXXX Date]. Please complete the form below if you're interested in attending. If we move it online, we'll let you know.

And the following fields:

- Name
- Phone number
- Email address
- Consent to add them to your mailing list

If you have any trouble with this, don't hesitate to contact [Siobhan Evans](#) or [Courtney Garfoot](#).

CSOW Assets

We've developed some facebook tiles for you to use during Catholic Schools Open Week 2021. You can download them via the [CESAShare Link](#).

Alternatively, you can submit a request below if you'd like us to create school-specific assets on your behalf.

We'll be adding more assets to CESAShare as Open Week gets closer.



CSOW School Assets

Do you require some school-specific digital assets to promote your school during Catholic Schools Open Week?

Please complete and submit the form below to request these from our Marketing and Communications Team.

School Information

School Name & Suburb*:

Contact Person's Name*:

Contact Person's Email*:

Assets Required

What type of asset(s) do you require*:

Please provide a description and text (+ specs if necessary) for the asset you require*:

Does your school have a student photograph in the CSOW 2021 style*:

Please state your required deadline for final artwork*:

Advertising Campaign

Street Furniture Displays

Our advertising campaign is currently running to promote Catholic Schools Open Week and encourage families to book a school tour. School and CESA promotions will be featured on bus shelters, retail signage and billboards across Adelaide.

Bus Back Displays

This year, we've added advertising on ten bus backs that travel across metropolitan Adelaide. Keep an eye out for ten of our lovely students featured on the back of SA buses.

Catholic Schools Magazine

Look out for the Catholic Schools magazine in the Advertiser on July 31.
Thank you for supporting this significant state-wide promotion!

Social Media

We encourage you to flood your socials in promoting your school in the lead up to and during Catholic Schools Open Week. Please use the hashtags:

#CatholicSchoolsOpenWeek

#RaisingHeartsAndMinds

Print Media

We'll be featuring your students in print advertising in the Advertiser, Southern Cross, SA Life and 8 regional newspapers. We look forward to seeing your ads too!

Radio

Listen out for some ads on 1079 Life in Adelaide and on Magic 93.1 and Magic 105.9 in the Riverland and Mid North.

CSOW Photographic Images



School-specific images are available for download via sharepoint. Each school folder contains various versions of school student image(s) used in the 2021 Catholic Schools Open Week campaign.

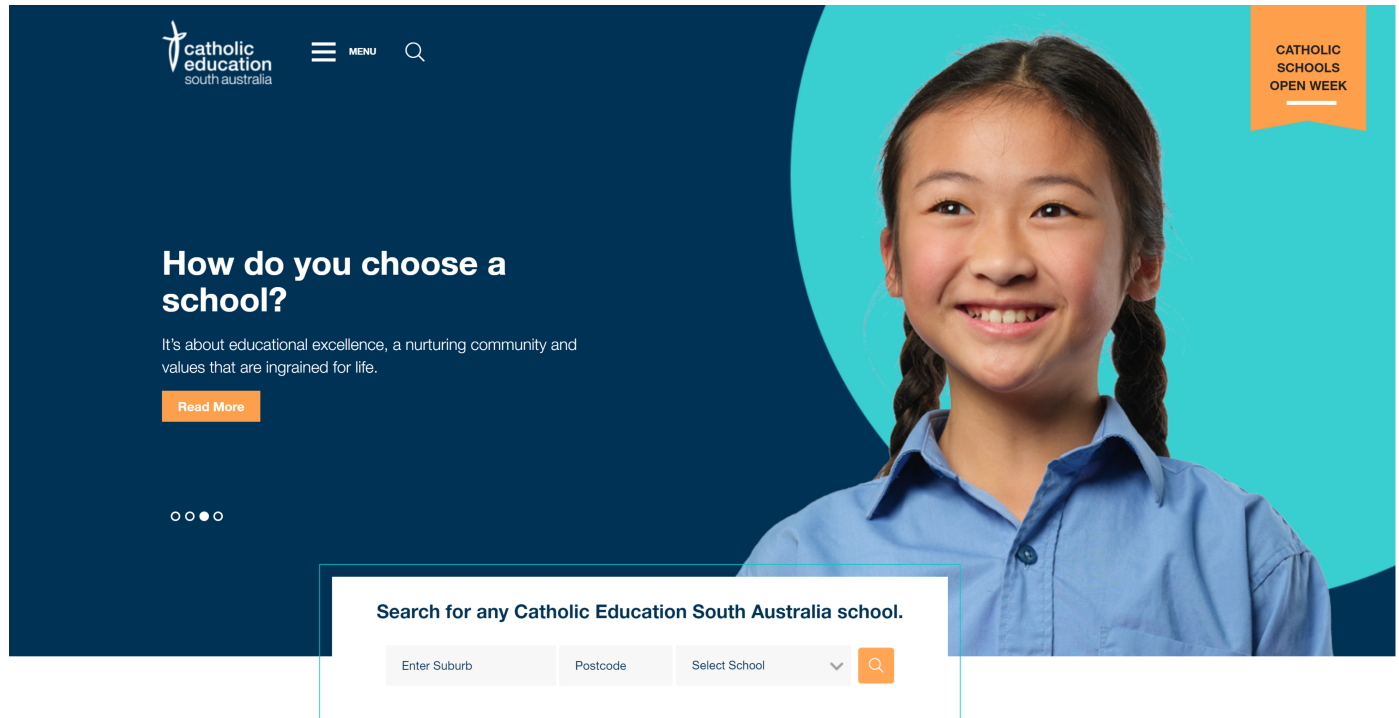
Please email **Siobhan Evans** to request access to this folder.

There are four versions of each student image in each school-specific folder:

- .psd file (photoshop – you will not be able to open this if you do not have Adobe Photoshop)
- .jpg in CMYK with campaign effects applied (to be used for print publications)
- .jpg in RGP with campaign effects applied (to be used for digital media)
- .jpg - the original photo without the 2021 treatment (for records only - not for use during CSOW campaign).

Please do not download any images that are NOT from your school.

Explore our Catholic Schools Open Week content...



There is new content on the CESA website for Catholic Schools Open Week. Take a look...

- **CESA Homepage**
- **Catholic Schools Open Week page**
- **Tours and Open Days**
- **School Directory**

WHAT'S ON: MONDAY 9

Come and Try Day
9.30am to 2.30pm
ST MARY'S COLLEGE,
ADELAIDE

Principal's Tour
ST PIUS X,
WINDSOR GARDENS



RAISING
HEARTS
AND
MINDS



WHAT'S ON: TUESDAY 10

Principal's Tour 9am
ST JOHN BOSCO,
BROOKLYN PARK



School Tour 9.15am
ALL SAINTS CATHOLIC
PRIMARY SCHOOL,
SEAFORD SOUTH

College Tour 9.15am
GLEESON COLLEGE,
GOLDEN GROVE

Principal's Tour 9.15am
ST MARY'S COLLEGE,
ADELAIDE

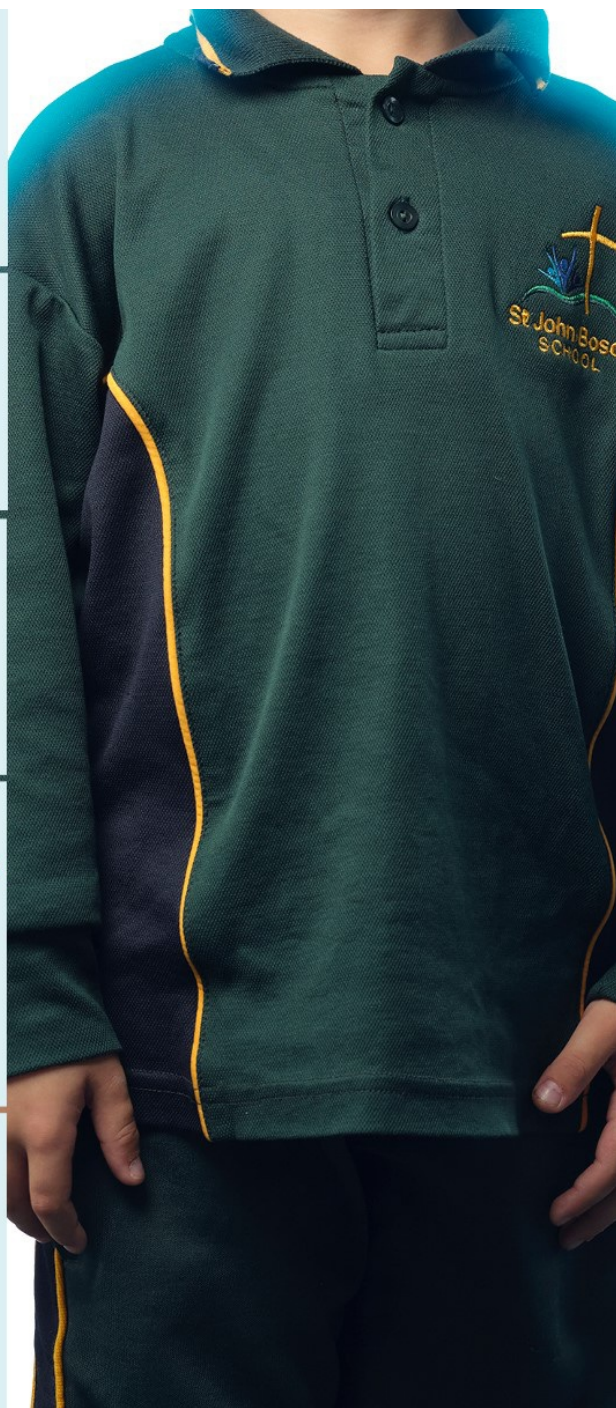
Principal Tour's 9.30am
ST ANTHONY'S
SCHOOL,
EDWARDSTOWN

Senior School Tour
9.30am
SAINT IGNATIUS'
COLLEGE, ATHELSTONE

College Tour 9.30am
ST PAUL'S COLLEGE,
GILLES PLAINS

Campus Tour 9.30am
XAVIER COLLEGE,
GAWLER BELT
TWO WELLS

Principal's Tour 10am



Principal's Tour 10am
DOMINICAN SCHOOL,
SEMAPHORE

School Tour 11.15am
STELLA MARIS
PARISH SCHOOL,
SEACOMBE GARDENS

Open Day R-9
2pm to 4pm
ST JOSEPH'S SCHOOL,
PETERBOROUGH

College Tour 4pm
MOUNT CARMEL
COLLEGE,
ROSEWATER

Principal's Tour 5.30pm
ST ANTHONY'S
SCHOOL,
EDWARDSTOWN

Twilight Tour 5.30pm
CATHERINE M^cAULEY
SCHOOL, CRAIGMORE



WHAT'S ON:
WEDNESDAY 11

Principal's Tour 9.15am
ST FRANCIS OF
ASSISI, NEWTON

Junior School Tour
9.15am
ST MARY'S COLLEGE,
ADELAIDE

Principal's Tour 9.30am
ANTONIO CATHOLIC
SCHOOL,
MORPHETT VALE

Orientation Walk
9.30am
MERCEDES COLLEGE,
SPRINGFIELD

School Tour 9.30am
ST GABRIEL'S
SCHOOL, ENFIELD

Open Morning 9.30am
ST FRANCIS XAVER
CATHOLIC SCHOOL,
WYNN VALE

Race to High School
BLACKFRIARS PRIORY
SCHOOL, PROSPECT

School Tour 5pm



ST GABRIEL'S
SCHOOL, ENFIELD

Open Day
ST JAMES SCHOOL,
JAMESTOWN



WHAT'S ON: THURSDAY 12

College Tour 9am
ST FRANCIS DE
SALES COLLEGE,
MOUNT BARKER

Principal's Tour 9.30am
ST BERNADETTE'S
SCHOOL, ST MARY'S

Principal's Tour 9.30am
ST MONICA'S PARISH
SCHOOL,
WALKERVILLE

Come 'n' Try 9.30am
MARY MACKILLOP
COLLEGE,
KENSINGTON

Open Night 5 & 5.45pm
ST PATRICK'S
TECHNICAL COLLEGE,
EDINBURGH NORTH

Principal's Tour 6pm
ST BERNADETTE'S
SCHOOL, ST MARY'S



WHAT'S ON: SATURDAY 14

School Tour 10am
ALL SAINTS CATHOLIC
PRIMARY SCHOOL,
SEAFORD SOUTH

Principal's Tour 10am
ANTONIO CATHOLIC
SCHOOL,
MORPHETT VALE

Principal's Tour 10am
BLACKFRIARS PRIORY
SCHOOL, PROSPECT

College Tour 11am
KILDARE COLLEGE,
HOLDEN HILL

