



Important Dates

Term One Commences

Monday 31 January

Catholic Education Awards

Nominations Close
Wednesday 9 March

Catholic Education Week

9-15 May
Monday 9 May

Catholic Education Awards

Presentation
Evening
Thursday 12 May

Catholic Schools

Open Week

22-28 August

Monday 22 August

COVID-19 Restrictions and Schools

As you would be well aware, COVID-19 has thrown many challenges our way. There is a level of uncertainty around what the opening of borders will mean for our community and particularly our schools.

Your principal is receiving regular COVID-19 Principal updates and we frequently update the information on this page www.cesa.catholic.edu.au/alerts.

Please ensure that you maintain a link to the alerts page on your school website so that your school community can remain updated. Critical information will also be shared via the [CESA Facebook page](#).

2022 Key Dates Calendar

We've created a [Calendar of Key Dates](#) for the Catholic, CESA and community calendars throughout 2022.

This could be useful for planning social media content and upcoming events for next year.

We will also share these for each term throughout 2022. If you think of any other dates/key events that could be included, please email [Corrin Wakely-Young](#).

Website Review Time!



The end of the year is fast approaching! Now is the ideal time to give your school website a review to ensure it is up to date and ready for the 2022 school year. Take your website through this checklist...

- Check all pages for old content
 - remove any content with 2021 dates (or earlier in some cases!) that is no longer relevant
- If your offered year levels are changing next year – is this clear on your website?
- Add 2022 term dates and public holidays (if you have this section on your site)
- Add Term 1 tour days
- Look at the enrolment info – is it easily accessible?
- Look at your website from a first-time visitor or prospective parent – is it easy to enquire/register interest/apply to find out more information about enrolling?
- Is it very clear on your home page what you want people to do? (Is it read more information, enquire, sign up for a tour, enrol?) – make that a standout message when visitors land on your site.
- Is the information about what makes your school different/awesome easy to find?
- Does any imagery need updating? If your website photos need a refresh, the CESA marketing team can help you organise a photo shoot in 2022.
- Is it responsive (resizes on a mobile device)? Over 50% of website views are now through mobile devices vs desktop. CESA recommends the use of Boylen web templates – let us know if you would like more information.

Professional Learning Opportunities 2022

We have published the [Communications and Marketing Professional Learning](#) opportunities for 2022.

All workshops and training sessions will be available for booking on the [Registration Centre](#) after December 2, 2021.

Pop Quiz!

We want to know... what social media platform(s) is your school using?

Tick all relevant:*

- Facebook
- Instagram
- LinkedIn
- Pinterest
- Snapchat
- TikTok
- Other?

Have you noticed any trends and are you changing your strategy? :

Which school are you from?*

Marketing Reporting

In planning our Professional Learning sessions for 2022, we're seeking some examples of marketing reports you've done – these may be for leadership or your school board.

If you have an example you'd like to share, please send it to **Courtney Garfoot** and let us know if you'd also be comfortable presenting it at a Marketing Network session in 2022 (no pressure! ðŸ˜‰).

New Websites!

Recently Launched CESA/Boylen Responsive Websites

Enquire about your new site today!



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

The CESA/Boylen 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 recently:

- **Compass Catholic Community, Davoren Park**
- **Immaculate Heart of Mary, Brompton**
- **Samaritan College, Whyalla**
- **St Francis of Assisi College, Renmark**
- **St Monica's Parish School, Walkerville**
- **St Joseph's School, Peterborough**

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

- **CESA Awards**
- **Crossways Curriculum**

Like what you see?

Even the Marketing eNews that you're reading is produced using this functionality.

Contact **Siobhan Evans** to enquire about a CESA/Boylen responsive website.

Future of Education 2021 Infographic

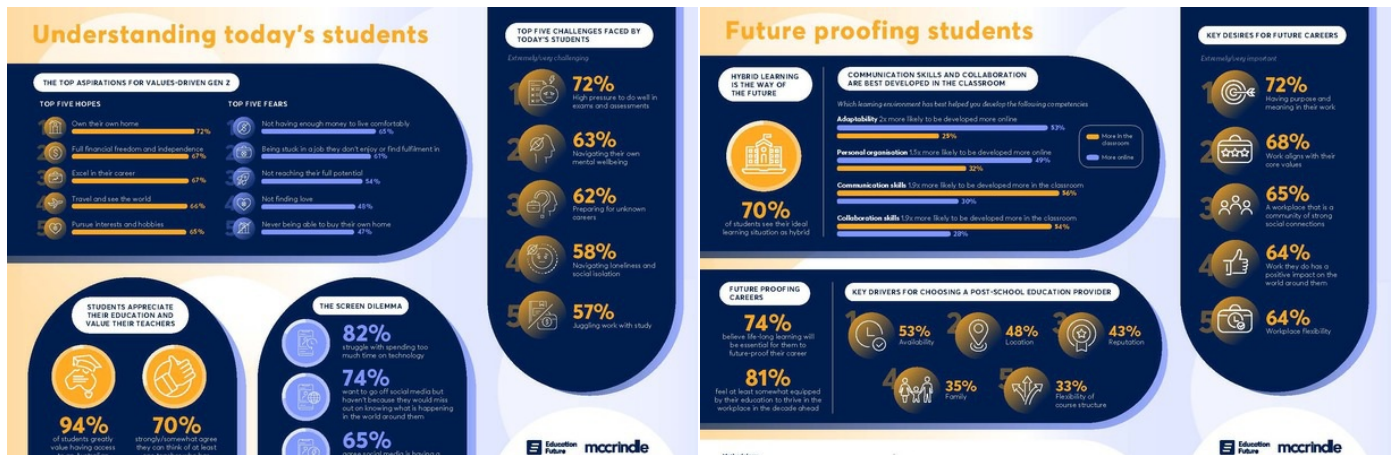
Social research agency McCrindle asked 1200 students* nationally what challenges they face, as well as what they value about their teachers, all summarised in this helpful infographic.

For the full report go to <https://educationfuture.com.au/>. It is designed to give a clearer picture of education, with a mission to inform and equip education sectors for maximum impact for students. It can help us understand today's students and future proof them.

Data-informed planning and marketing helps to personalise and target campaigns, get the most out of marketing channels and improve the quality and relevance of content.

Download infographic here.

*Online survey of 1,201 Gen Z students aged 16-24, in field 1-19th April 2021.



Merry Christmas and a Happy New Year!

We wish you all a blessed and peaceful Christmas and a safe and happy start to the new year. We look forward to working with you all in 2022 and seeing some of you in person at our Professional Learning sessions!

In peace, the CESA Marketing & Communications Team:

Shannon, Deanna, Corrin, Courtney and Siobhan.



Catholic Education Awards



**Nominations
NOW OPEN!**

Visit awards.cesa.catholic.edu.au for more information and to nominate. Feel free to share the awards website with your school communities and invite nominations.

Visit Awards website

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