



Catholic Schools Open Week August 19-25

You may have started seeing advertising for Catholic Schools Open Week – the digital campaign is now live and buses have hit the streets of Adelaide.

Behind the scenes we have been working on giving the **School Directory** on the CESA website a refresh in readiness for Catholic Schools Open Week. We've also updated our **Catholic Schools Open Week** page with your scheduled school tours.

Please see further information below on school listings in the School Directory.

If you ordered resources (Postcards, Bookmarks, Posters and/or Prayer Cards) these are now available to collect from the Reception of the CEO (116 George St, Thebarton). Regional schools will have their items posted. If you are a metro school and unable to collect your resources in person, please email **Rebecca Vella** to make alternative arrangements.

For schools who ordered digital assets, following the photo shoots, these will be emailed to you prior to the commencement of Catholic Schools Open Week.

If you require any assistance or have any questions regarding Catholic Schools Open Week do not hesitate to contact Rebecca Rebecca.vella@cesa.catholic.edu.au or Siobhan.Evans@cesa.catholic.edu.au.



Request for Images: Mid-year Reception Students

As with every intake, we'll be featuring a gallery on the CESA Facebook page with the smiling happy faces of the many new Mid-Year Reception students...

Please email or file transfer your best images by COB Thursday July 25 to

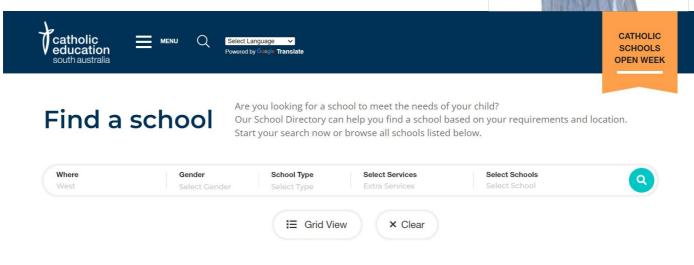
Siobhan.Evans@cesa.catholic.edu.au

All images submitted need to have full consent for CESA and Social Media use.

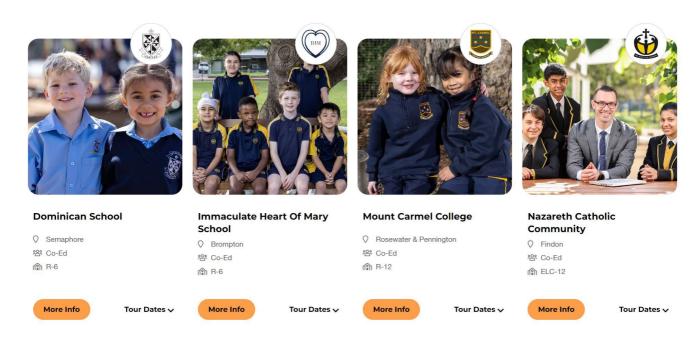
We'll be posting this gallery on Friday July 26, 2024 and will not be able to include late submissions.

Please send us your Mid-Year Reception photos

Updated Online School Directory



Search resulted in the following 19 school listings



We've recently undertaken the significant task of revamping the School Directory located on the CESA website. You can see it at www.cesa.catholic.edu.au/schools

Whilst we're still rectifying some fixes and edits, please be aware that your school listing now looks different and may have changed in some way. We'd very much appreciate it if you could please undertake the following tasks:

- 1. Check your school's listing to ensure all information is correct.
- 2. Provide image(s) to appear on your directory listing(s) to best represent your school.
- 3. Provide upcoming School Tour dates and website link to tours page (if not done so already) and remember to send through new dates as they're scheduled.
- 4. Submit and/or merge Multi-Campus information in your directory listing, if relevant.

Please send all edits and additional information to **Siobhan Evans** in one email and ensure the email subject is clear: 'School Directory – School Name'.

Further information on the above tasks is outlined below.

1. Check School Listing

Head to online School Directory and double-check that your school's contact information and blurb are correct, make sense, and appear without any errors.

The options available for selection under the 'More Information' dropdown are:

Services - Boarding, International Baccalaureate, International Student Programs, Out of School Hours Care, Trade Training Program and Vacation Care

Early Learning Services - Preschool, Early Learning Centre, Occasional Care Services, Supported Playgroup (CESA SPiCE), Community Playgroup, Little Scientist Program.

2. Provision of Images

We've included temporary images for each school that were sourced publicly. Feel free to submit up to four replacement images per school, noting the following:

- High resolution images to measure 1080 x 1080 pixels.
- If you do not know how to produce images to size, please provide them as they are, but ensure that they will look good when featured in a square format.
- .jpg or .png formats only.
- No text, logos or watermarks to be featured on the images.
- Please label images numerically in the order you wish for them to appear.
- Ensure you have Photography Consent for all students featured within your images.

To view an example of how the gallery appears, see listing for St Catherine's School, Stirling. Note that the same gallery appears across all campuses within a School Directory Listing.

St Catherine's School Stirling Co-Ed R-6 More Info Tour Dates >

3. School Tour dates and link

- If you haven't already, please provide all relevant upcoming School/College Tour Dates along with a URL on your school website to link to (noting that one cannot appear without the other).
- Ensure that someone in your school frequently checks that lapsed dates do not appear within Directory listing in the future.

4. Multi-Campus Listings

We now have the ability to feature up to three campuses per school listing. It is our preference to have one listing per school with multiple campuses, rather than several listings for different campuses.

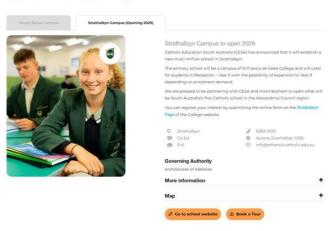
Note that this function is still having some minor edits made to its functionality.

Changing the format of your Directory listing should not impact Positions Vacant, and you'll have the ability to allocate one or all campuses to upcoming job adverts.

Please provide the following fields for each Campus of your school or college in the order you'd like them to appear:

Campus Name:
Campus Text:
Campus Suburb:
Campus Gender:
Campus Year Levels:
Campus Phone:
Campus Address:
Campus Postcode:
Campus Email Address:

St Francis de Sales College



Professional Learning

Campus Website URL:

How to plan, manage and film videos on a shoestring *Brand New* Thursday August 29

Video is proving to be the most powerful form of marketing and PR for many organisations, including schools.

Please note: This is <u>not</u> a hands-on, step-by-step workshop in video editing.

The best videos start with a story that reflects your values or shares your key messaging. You will learn how to develop story ideas, write storyboards, how to plan and manage a video shoot and more.

We are pleased to have David Rawlings come along to present this exciting first-time workshop.

The cost is \$125 per school. There are currently 8 places left so don't miss out!

For more information and to sign up visit the CESA Registration Centre

Update your prospectus Tuesday September 17

Are you looking to refresh your school prospectus? Is it doing the best job it can to sell your school?

Your school's prospectus can be the first - and only - chance your school has of making a lasting impression.

This session is being facilitated by David Rawlings who has worked with CESA for 15 years to help schools to communicate with prospective parents and families.

In this working session, we will have a look at what's in your school's prospectus (and marketing material), identify what should or could be in there and give you some ideas on how you could improve it. There will be an opportunity to brainstorm with others (or your own school team if more than one of you attends) in a way that will enhance the messages you provide at an important time in the decision-making process.

Olympic Games and Paralympics in Paris 2024

Do you have a link to the Olympic or Paralympic Games Paris 2024? A past (or present) scholar participating in the event or part of the support team?

We'd love to hear all about it - please email details to Rebecca. Vella@cesa.catholic.edu.au.

Catholic School Musical Reviews in the media

The Southern Cross has been approached by media personality Peter Goers about the possibility of reviewing Catholic school musicals. The reviews would be published in The Southern Cross, they would only be positive, and they would be a great opportunity to highlight talent. You would need to provide a free ticket to Peter and several high-quality photographs to accompany the review.

The Southern Cross would also be happy to include the dates and details of school musicals on their Public Notices page. They would need this information well ahead of when the musicals are performed.

If you think your school would be interested, please contact Jenny Brinkworth on 0438 727 677 or

jbrinkworth@adelaide.catholic.org.au

Shannon Short has left the building

In case you missed our last eNewsletter, after 9 years with Catholic Education SA, Shannon has now moved on to a new role at Uniting SA.

Shannon said "I'm going to miss the broad network of marketing and communications staff across Catholic Education. I believe, together, we have significantly raised the profile of Catholic Education in recent years." Shannon encourages anyone who wishes to stay in contact to connect via LinkedIn.

There will be more information on Shannon's replacement in due course.

Please send any correspondence that you would usually send to Shannon to one of the following team members so that they can best direct your enquiry in the interim.

Communications and Marketing Team

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Spread the news!

STRONGER FAMILIES:

A POSITIVE PARENTING CONFERENCE

PRESENTED BY



OUR SPEAKERS



HELP ME HELP MY TEEN



TEENS, PARTIES, ALCOHOL AND VAPES. WHAT DO PARENTS NEED TO KNOW?



BEING CALM IN THE EYE OF A PARENTING STORM

THE SANCTUARY ADELAIDE ZOO

1 PLANE TREE DRIVE

SATURDAY
AUGUST 31

9AM REGISTRATION

9.30AM TO 3PM

\$25 + Booking Fee per person. Light lunch included

Tickets available at Humanitix www.events.humanitix.com/stronger-families-conference

cspsa.catholic.edu.au/events

Catholic School Parents SA (CSPSA) 'Stronger Families – A Positive Parenting Conference' is taking place on August 31 at Adelaide Zoo – click the link to access the flyer that we would love you to share with your community. The conference has had an excellent response already so we would recommend people sign up soon.

Download the Conference Flyer to share with your school community.

Read More

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