

THE FRIDAY UPDATE



A MESSAGE FROM OUR SECRETARY FOR CATHOLIC SCHOOLS...

Dear School Leaders,

This week has been one of many irons in the fire, as we are deep in the first semester of this unprecedented school year. I am so encouraged and proud of how so many of you lead your schools with compassion and sheer determination to serve your school communities in the wake of this pandemic. Your courage and tenacity, in planning and pivoting, when needed, is a testament to your commitment to our mission and the trust parents and teachers have in your leadership. In the last two weeks, I have met with elementary principals and look forward to conversations with independent schools, as we look toward planning and operating schools during the holiday season. I am confident, with the health and safety of our communities as the utmost priority, we will be successful in operating safely through the end of the year.

Please read through this edition of the Friday Update thoroughly, as there is important information about various marketing initiatives, virtual open houses, and

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high school admissions and testing information. Please note the contact person for any programs, and reach out to them for any questions.

Finally, I'd like to thank our archdiocesan Board of Education for their enthusiasm and engagement, as we begin the new school year. With ten new members, and an inspirational conversation with His Excellency, Archbishop Gregory at our meeting this week, I am eager to work with them, embracing #ADWcommUNITY in our hearts and minds, and invite you all, to do the same in your communities.

God Bless and Happy Fall

Kelly Branaman



MASTER CALENDAR

- **Wednesday, October 28:** School Counselor PD on “Building Strong Parent Partnerships during a Pandemic” (1 pm – 3pm) via Zoom
- **Thursday, November 5:** ESPA Executive Committee Meeting – 9:30am – Zoom
- **Monday-Wednesday, November 9-11:** Accreditation National Team Visit (Virtual) 8:30a – 5:00 pm
- **Wednesday, November 18:** ADW Board of Education Meeting – 6:00 pm – Zoom

MASTER TO-DO LIST

- The CSO would love to know of any changes in your school counselor status. Please fill us in with this [2-minute survey](#).

CATHOLIC IDENTITY



Mission Day 2020 - The Virtual Edition!!

"In this year marked by the suffering and challenges created by the Covid-19 pandemic, the missionary journey of the whole Church continues in light of the words found in the account of the calling of the prophet Isaiah: "Here am I, send me" (6:8). This is the ever new response to the Lord's question: "Whom shall I send?" - Pope Francis

In response to Our Holy Father's message, the Office of Missions is organizing its second Archdiocesan Mission Day event. Join us virtually on October 29, 2020 from 10 am to 12 pm (log in by 9:30 am) via GoToMeeting (the link will be sent out closer to the date). Students in the seventh & eighth grade are invited to participate. Mission Day will be an interactive event featuring mission videos, mission games and the World Mission Rosary. Our hope is that the students will be Missionary disciples and inspire their peers by attending the event.

Schools are asked to RSVP to the Mission's Office via email at DSouzaA@adw.org by October 23. Please consider attending this event! This will be a great way to end our October celebrations of the Rosary and Missions!



For more info about World Mission Sunday click [HERE](#).

PROFESSIONAL DEVELOPMENT

ADW Collaboration Day is Virtual!



**Registration
is OPEN!**

Join your Archdiocese of Washington colleagues at our Fall Collaboration Day during the 2020 - 2021 school year. Teachers will participate in unforgettable learning experiences rich in innovative ideas, best practices, and sharing what works. Don't miss this opportunity to join your fellow educators to teach, lead, and learn together!

Explore the complete list of Breakout Sessions [HERE](#).

During this collaboration day, each educator will select 2 sessions. Register early to avoid disappointment.

Register here: [Monday, October 26, 2020](#) - [Friday, October 30, 2020](#)



Blue Ribbon SY 2020-21

Given the lack of spring assessments, CAPE and the US Department of Education allow schools to use Scantron scores from Spring 2019, Fall/Winter 2019, or Fall 2020. Given the multiple methods of meeting Blue Ribbon test scores the Catholic Schools Office is not providing Blue Ribbon Reports for every school. Instead, the director for research and planning will contact individual qualifying schools.

ENROLLMENT AND MARKETING

Open House Windows

The CSO will implement a digital marketing program to support schools open houses during school year 2020-2021.

Archdiocesan elementary schools are asked to host open houses during the following windows of dates:

- ADW Fall Open House Window:
Sunday, October 18 – Sunday, October 25, 2020
- NCEA Catholic Schools Week:
Sunday, January 31 – Saturday, February 6, 2021
- ADW Spring Open House Window:
Sunday, March 14 – Sunday, March 21, 2021

Please submit your open house dates [HERE](#) to be included in promotional materials.



Catholic HS Admission Reminders

- HSPT registration opens on **Monday, October 26** and will close on **Friday, November 20**.
- The HSPT registration link and parent letter template were sent to school leaders on Thursday, October 1. Please note that this link will not be accessible until registration opens on **Monday, October 26**.
- All 2020-2021 promotional materials are to be disseminated electronically due to the pandemic.
- ADW Elementary School leaders can access all high school promotional materials and admissions information on the Principal Portal and [HERE](#).
- All other school leaders can access high school promotional materials and admissions information [HERE](#)

If you have any questions or concerns about the high school promotional materials or admissions information please contact Anna Quattrone at quattronea@adw.org.



Consider Catholic Schools - Virtual Information Sessions 2020

The Archdiocese of Washington Catholic Schools Office will host virtual information sessions around Catholic schools admissions, financial aid, and academics.

Sessions will be offered in English and Spanish twice a week from October 15 to November 15, 2020.

Please share with prospective families who are interested in learning more. The registration link can be found [HERE](#).

Looking to promote your Open House?

use #ADWcommUNITY

in your Open House promos

so we can share them!