



October 2006

Development Directions

A free resource for pastors, principals, development directors, volunteers and anyone engaged in the ministry of Catholic development.

"The Catholic Development Professional" Part II

There is a definite growth cycle for those Catholic development professionals who progress from year to year. This month's newsletter outlines the stages in this cycle and then ends with an outline of values that the "lifer" takes on. Being Part II, this newsletter picks up where last month's left off. If you did not receive September's newsletter, please e-mail us at ispd@bellsouth.net and we'll forward a copy to you right away.

Professional Growth Cycle

1. Beginning Stage: Years 1- 2

- Experimental learning process
- Setting up the office and establishing a day to day procedure
- Learning the "how-to's" of Catholic development
- Watching, asking and a lot of trial and error
- Mimicking rather than originating
- Focusing on the immediate needs of the parish/school
- Learning to work with the decision makers
- Getting to know the people who make a difference

2. Advancing Stage: Years 3-4

- Progressing beyond the "how-to" to the "what"
- What works best and what needs to be created
- Driven by the mission/vision
- Inviting and involving people
- Beginning to develop relationships beyond the inner circle
- Inviting gifts

3. Integrating Stage: Year 5 and Beyond

- Learning the "whys" and the "ways"
- Focusing on the total organization – the quality
- Developing and maintaining relationships
- Facilitating a partnership between donors and the parish/school
- Involved in strategic planning
- Managing people not things
- Having fully integrated people, process and ministry
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The Role of the Catholic Development Professional the "Lifer"

1. **Facilitator of the development process**
 - o Match people, ideas and resources
 - o Ensure all are heard
 - o Meet the donor's interests and needs
 - o Teach and train others
 - o Build the effort around teams
2. **Catalyst of change in the Catholic institution**
 - o Articulate the vision
 - o Serve as an agent for change process
 - o Foresee the challenges of the future
 - o Be courageous and tenacious
 - o Inspire and motivate others to change
 - o Resist being self-serving
3. **Conscience for the mission and vision of the Catholic institution**
 - o Present rationale for existence
 - o Link with the role in the larger community
 - o Ask what is going on
 - o Be ethical at every turn
4. **Advocate for the cause of Catholic development**
 - o Voice in the diocese
 - o Passionate and compassionate
 - o Involved and committed
 - o Understand and defend
 - o Act in collaboration, not competition
 - o Serve as a role model to others
5. **Steward of the development resources**
 - o Take responsibility
 - o Moral action
 - o Openness and candor about the funds entrusted to your parish/school
 - o Receive graciously
 - o Manage, invest and expend wisely

CATHOLIC SCHOOL ENROLLMENT SOLUTIONS ISPD Announces New Division!

Beginning November 1, the Institute of School and Parish Development will launch our new division of "Catholic School Enrollment Solutions." Over the past five years, ISPD has presented over 50 well-attended workshops on "Attracting New Students to Your Catholic School." This topic is a major concern of many Catholic schools across the country, and we've often been asked to provide a professional, consulting process focused entirely on this subject. Utilizing our resources and experience, ISPD is committed to meet your needs. The total focus of this division will be to work with Catholic schools to help increase enrollment while retaining present students. Schools will have the opportunity for five different types of service:

- On-site workshops for the school's stakeholders
- Half day or one day consultation and assessment
- Three months of consulting services
- Six months of consulting services
- Ten months of consulting services

Leading our ISPD team will be John Cooper who has worked as an enrollment management consultant with over 150 Catholic elementary and high schools. He brings 13 years of marketing and enrollment management experience to our company. John has taught Catholic theology in both the college and parish setting and successfully links faith to the action of enrolling in a Catholic school. Connecting best practices of marketing and recruitment with Vatican II's call to engage and evangelize in the modern world, John has a track record of helping institutions be more healthy and vibrant.

Working together with John will be two of ISPD's leading associates – Stephanie Greenwood and Bernard Dumond. Together, this team is prepared to offer exciting and proven practical processes on how to bring more students into your Catholic school. In both workshops and on-site consulting, our emphasis will be on eight main focus areas – all intended to bring about immediate results. These areas are:

- Enrollment Management Organizational Workshop
- Review and Edit of all Promotional Materials
- Enrollment Retreat for Faculty Recruitment Training for Student, Parent and Alumni Volunteers
- Loading the Admissions Funnel
- Creating School News Bureau
- Establishing the Enrollment Management Committee
- Organizing and Executing "Operation Connect" – a Seamless Communication Flow for Prospective and Admitted Students

Please call the ISPD office at 800-299-2393 or e-mail Frank Donaldson at ispd@aol.com for further information on how we can help you increase the number of students attending your Catholic school.

UPCOMING FALL WORKSHOPS

Dynamic presenters share proven strategies and discuss development issues during one and two day seminars for Catholic parishes and schools. These workshops are conveniently held across the country at an affordable price of \$69-\$149 .

We hope you'll join us soon!

Topics Include: ** Charge Up Your Development Battery! **
** Become a More Welcoming, Engaging & Affirming Catholic Parish **
** Attracting New Students to Your Catholic School **
** Best First Steps to Take in Beginning Your Catholic Development Efforts **

Scheduled Locations: ** Boston, MA ** Claymont, DE ** Columbus, OH **
** Las Vegas, NV ** Lexington, KY ** Orlando, FL ** Sacramento, CA **

ISPD - Bringing people, process and ministry together to build the Kingdom of God

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Please feel free to forward this newsletter to anyone you think could benefit from this information. If there are any topics you would like to see covered in a future newsletter, please contact us.

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