



Saint Thomas the Apostle Catholic School

“School of Distinction”

*Dynamic Education
Centered in Christ*

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Saint Thomas Receives National “Catholic Schools for Tomorrow” Award

Saint Thomas the Apostle School has been selected as one of only 12 recipients of the “2010 Catholic Schools for Tomorrow Award” for Innovations in Education. This is a national award sponsored by *Today’s Catholic Teacher*, a nationally distributed, professional periodical for Catholic school teachers.

Our award letter states, “In this 13th year of the award we received a hearty response from Catholic schools. You can feel justifiably proud to be judged among the top 12 innovations in education.” The award will be presented at a banquet on the evening of Wednesday,

April 7, 2010 at the Minneapolis Institute of Arts in Minneapolis, Minnesota, where the National Catholic Education Association (NCEA) Convention will take place that week. Our Diocesan Superintendent, Dr. Bernard Stanko, and five representatives from Saint Thomas School have been invited to receive this prestigious award. Saint Thomas the Apostle School and the other award-winning schools were featured in a special section of the March issue of *Today’s Catholic Teacher* that came out last week. You can read the article on our website at www.stthomasgr.org.

In the fall of 2008 and 2009 several committees worked diligently to nominate our school for the Catholic Schools for Tomorrow Award for innovative projects in the areas of Promoting Catholic Identity, Marketing your Catholic School, Curriculum and Instruction, Technology Integration, and Total Community Involvement. Our school’s award was one of only two awards received specifically for innovations in Marketing our Catholic School. I would like to extend my gratitude and congratulations to Kathy Barth, our marketing coordinator, who took the lead on this particular area of the nomination process and for the years of collaborative work she led to transform our entire marketing program and website. These exemplary efforts have made this award possible. I would also like to extend special thanks to Lynette Flynn, Maryly Skallos, and Sue Ysasi and the following individuals and marketing firms for their generous pro bono contributions to our marketing efforts over the last seven years: Sue Haas-Williams and Williams Group; Laura Palma, Darek Jansen, and Mike McCarthy of DDM Marketing; and Bob Neumann of Robert Neumann Photography.

In 2003, we began to research and study how to best market our school. We developed a cohesive marketing plan and redesigned our marketing materials and website. We wanted our materials to portray the gifts and unique character of Saint Thomas to those looking for a Catholic School with a “Dynamic Education Centered in Christ”. As you know, our school features a diverse and talented faculty and staff as well as over 200 active volunteers who all share a dedication to our school’s mission and promises. “Dynamic Education Centered in Christ” is a lived mission here at Saint Thomas and our talking points are more than marketing tools or slogans, they are the promises we make to our parents and students. When we say, “*Faith is First, Academics are Rigorous, Climate is Peaceful and Disciplined, Parents are Empowered, Technology is Optimized, and Leaders are Formed*”, this is our commitment to our families.

“In a time when so many schools are suffering enrollment losses and having to cut programs and offerings, we are blessed to be growing, both in enrollment and in programs. Because Saint Thomas is such a special place, my job is easy”, exclaims Kathy Barth, “I just have to get people in the door. Once they’re here, Saint Thomas sells itself.” Our current enrollment is 340, up 17% since the year 2000, with waiting lists because of current capacity limitations. We are currently accepting registrations for the 2010-11 school year.

Congratulations, Saint Thomas Community, on your 2007 School of Distinction and your 2010 Catholic School for Tomorrow!

David A. Faber, School Principal

