

THE FULL CURL



Monroe Catholic

Announcements

- The athletics department at Monroe is selling Christmas Wreaths. Last year we sold over 600 wreaths. Currently, we have sold 72. I've told Mr. Siddall he needs to hit 450 in his first year or we need to start looking for his replacement. Please consider buying a wreath and helping Abe stay employed!

Kudos

- A big thank you to Anne Weaver...she knows why.
- A big thanks to the PTO Ladies for the amazing new Sensory Path in the Skipping Hallway. What a wonderful new addition to our school!
- A big thanks to Felina Kelly and Stephanie Wallace for their help with our Marketing Campaign and the gathering of content.
- Congrats to Nadia Chernich on being named the Alaska's 2023 Heisman High School Scholarship winner.



Dear Parents:

Welcome to edition number six of The Full Curl.

From the moment I took on the job of Director of Schools, I have talked about my belief that what we are doing here at the Catholic Schools is extraordinary. We have exceptional teachers who are doing amazing things in their classrooms daily. The combination of faith and education, along with the understanding that every child is loved and known at a level that is different from anywhere else, separates us from other schools.

However, I also believe we have failed to tell the story of this school. There are so many in the greater Fairbanks community who do not know what you and I know — that these schools are special and this Community, and the love and support it provides each member, is unlike any found elsewhere. I have spent a significant amount of time asking questions and gathering knowledge on this issue. I was surprised at how many in our community commented that their friends did not know we have an elementary school. If families don't even know we have an elementary, how can we expect them to know how loved a child is here at the Catholic Schools? How can they possibly know about our buddy program for kindergarteners and seniors? How would they know about retreats and Magis Houses? These are just a few of the aspects of our school people are unaware

School Needs

- **We could use about 1 million Alaska Airline miles** to help with a variety of travel needs at the school. The miles would help with HIPOW packages, but also help possibly provide an opportunity for our students to travel for school related items, such as faith-based Jesuit Retreats.
- **PTO would love to have more folks who are interested joining their organization.** Info on how to join is in this week's column if you are interested.
- **Mrs. Wallace is always looking for quality substitute teachers.** Please notify her if you are interested.

of.

Well, I'm tired of it. People need to know what goes on here. It is my expectation that this school will grow and thrive as we move forward. Several weeks ago I wanted to find out what other schools do in the area of marketing and branding. One of the great joys of being a Jesuit-endorsed school is to be part of a network. I have the ability, by Zoom or by phone, to talk with other school presidents or school principals to find out what they are doing. What I found is that I am not alone in my belief this is necessary. In fact, every school I spoke to had a person on STAFF who is responsible for the marketing and branding of the school. This staff member handles the gathering and dissemination of content through social media and websites. The leaders of these schools with whom I spoke were clear: Marketing is integral to enrollment — not just from the standpoint of attracting new students, but also in retaining those students already in attendance.

Through these conversations and research, it became even more clear we needed to find a solution. To help in this process, our school has contracted with a local company, Lifted Marketing, owned by Sarah Nichols. My belief is simple: The more people who know about what goes on here, the more who will want to be a part of what we are doing. Growth in enrollment will impact everything, from the elimination of split classrooms to the ability to field more viable sports teams. More students means greater discussion in classrooms. More students makes it easier for me to take head-on the greatest challenge I face, which is raising teacher salaries. Currently, we have 340 students. It is my expectation, aided with the help of Sarah and the folks at Lifted Marketing, we will have 375 students by 2025.

I am beyond excited about this new relationship. With the help of Sarah, we will spend the next three months working to grow our presence throughout the borough. More people are going to see how exceptional our students are. More people are going to see how well we blend academics with faith, providing an educational experience unlike any other. People are going to learn more about the expectations and standards that set us apart. I believe with all my heart that people will finally know.

To accomplish this task, we are working on the creation of “content.” There is no shortage of content here within the school. We just have to capture it. I have been working with Stephanie Wallace and Felina Kelly, who work in the front office, to develop a process by which we can gather content. We also need to create some content. For instance, I have reached out to alumni asking if they would be interested in videoing themselves answering some questions regarding their experiences attending the Catholic Schools. We will also likely reach out to students, parents, and staff to do the same. This content will be shared with Sarah at Lifted Marketing. Sarah will then use her expertise to build the Catholic Schools brand and tell our story through social media to the greater Fairbanks community.

MCHS Sports Trivia

TRIVIA QUESTION:

Three current staff members came on board at the Catholic Schools of Fairbanks, in 2008, all of which are still here. Please name the three.

RULES

To win the trivia contest, you must give me the answer IN PERSON. Emails, texts and phone calls will not suffice! Remember, only one guess per household. The first person to correctly answer the trivia question will win an MCHS T-shirt.

LAST WEEK'S WINNER

There was no trivia question last week.

SMALL PRINT

The spouse of the Director of Athletics, parents and STAFF who work directly inside CSF are not eligible for participation in The Full Curl trivia competition for 24 hours after the emailing of The Full Curl.

Let me be clear: I know making a video of yourself answering questions, a video that will be seen by perhaps thousands within our community, may not be for everyone. If we reach out to you or your child and the answer is no, I promise we will not be offended. If you do think you could help and would like to share your experience here at the Catholic Schools, please let us know.

The hope I find in this new venture makes me smile. I want everyone to see how amazing your child is. I want everyone to know we have teachers who are talented, faithful, loving, and invested in the mission of these schools. I want everyone to know what an Ignatian education entails. I envision a community outside of our own that knows what AMDG and MAGIS mean. People need to know what we mean when we talk about the five pillars of a Jesuit education and the concept of a Monroe "grad at grad."

Think about how few people know of the incredible success of our alumni. Heck, I think 60 percent of all dentists in this town are alumni. We have senators, mayors, eye doctors, lawyers, city council members and everything else in between. We have alumni running some of the state's biggest companies. We have graduates who have excelled at the various military academies. We have an alum who currently plays professional basketball. In short, there are a disproportionate number of graduates from Monroe currently crushing it in the world.

It's time people knew.