**Diocese of Palm Beach  
Office of Catholic Schools** Logo

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**2024-2025 Marketing messages**

**Updated July 8, 2024**

The following messages support the marketing and enrollment strategy led by the Office of Catholic Schools. They are intended for schools to incorporate into their existing marketing communications to ensure a consistent and effective message in the marketplace. Some of these materials may include flyers and brochures, social media posts, letters and emails to prospective parents, website copy, etc. Messages can be tailored according to a school’s needs/use.

**Main Theme: Live the Light of Christ**

* 1. Spanish: Vive la Luz de Cristo
  2. Creole: Viv limyè Kris la

**Tag Lines:**

1. Learning, Living, and Loving in Christ’s light.
   1. Spanish: Aprendiendo, viviendo y amando en la luz de Cristo.
   2. Creole: Aprann, Viv, ak Renmen nan limyè Kris la
2. Christ’s Light Shining Brightly. Diocese of Palm Beach Catholic Schools.
3. Spanish: La luz de Cristo brilla intensamente. Escuelas católicas de la Diócesis de Palm Beach.
4. Creole: Limyè Kris la klere byen klere. Nan Lekòl Katolik yo ki nan Dyosèz Palm Beach
5. Lighting the way through our Catholic Schools.
   1. Spanish: Iluminando el camino a través de nuestras Escuelas Católicas.
   2. Creole: Klere chemen atravè Lekòl Katolik nou yo.
6. Nurturing bright minds. Igniting the heart.
   1. Spanish: Cultivando mentes brillantes. Encendiendo el corazón.
   2. Creole: Ankouraje entelijans ki briye . chofe kè a.
7. Discover a Catholic education. Where education meets Christ’s light.
   1. Spanish: Descubre una educación católica. Donde la educación se encuentra con la luz de Cristo.
   2. Creole: Dekouvri yon edikasyon Katolik. Kote edikasyon rankontre limyè Kris la

**Sub-Messaging and Proof Points**

1. **Moral and Spiritual Development**

* Using Catholic teaching as a base, all students in our schools are encouraged to develop their moral compass from a young age.
* We help students develop their personal values to guide them now and in their future endeavors. They are at a critical stage in development where they are building their character and moral compass, and we want faith to be at the center.
* Each student in our Catholic school is shown how, and encouraged, to live out their faith in action through various actions.
* We are more than a school – we are a faith based community of dedicated teachers, school leaders and families who work together to grow and impact students minds and hearts to prepare them for the future.

**Proof points:** Emphasize religion classes and spiritual development programs, etc. Highlight recent examples of service projects or unique programs in the community.

1. **Strong Academics through a structured learning environment**

* When faith is at the center of an education, it inspires excellence in academics and beyond.
* A student’s education plays a vital role in the formation of their future. Maintaining a steadfast focus on faith throughout that educational experience inspires excellence in all aspects of their life.
* Structured learning environments create driven students, building the foundation for a strong academic life. Disciplined classroom settings help students to achieve their academic goals.
* The Catholic schools in our diocese foster a disciplined and caring learning environment that emphasizes a student’s respect for themselves and their fellow peers.
* We have found that students not only thrive in but prefer a structured learning environment.
* A student can make immense progress and achievement with faith as the center of his or her education. We see this not only in our statistics (high graduation rates, college test scores and scholarships) but daily through the journey of our students.

**Proof points**: Highlight notable alumni and unique programs like STREAM/Robotics/AP/Dual Enrollment. Reference any accurate and available data: graduation rates, academic accomplishments, Junior National Honor Society/NHS, college entrance test scores and AP exams, academic scholarships, etc.

1. **Individualized Attention**

* We strive to create a safe learning environment where every student is known and valued. Our teachers get to know and understand their students so that each individual can excel and feel supported.
* Teachers and staff know your student beyond their test scores and attendance record. Students are given the individualized attention and care they need to excel in academics while building a faithful foundation for their life.
* Engaged families build a caring community through partnership with the school.
* The individualized attention students receive in our Catholic schools allow them the freedom to participate in a multitude of different extracurricular activities. They have the opportunity to be involved in what they’re passionate about, so they can shine in all areas of their academic journey.

**Proof points:** Show examples of individual learning experiences at your school. Highlight the legacy trends/multiple generations of families attending.

1. **A Holistic Education**

* Going beyond academics, Catholic schools prioritize the holistic development of students with a focus on moral character, service to others, and faith.
* Those within our school community work to support students in all aspects of their educational experience.
* We prepare students to be productive citizens – to think beyond academics to their individual purpose in life and serving others. We know that their faith will illuminate their knowledge and serve as a guide beyond their academic years.

**Proof points:** Holistic development is best represented by stories and depictions of students outside of the classroom. This could include highlighting students involved in a service project, local parish, with their families, or engaged in an extracurricular or hobby (e.g., music, art, robotics, athletics, etc.)