



CATHOLIC EDUCATION WEEK 2022

“Disciples Through Witness: Share Your Faith Stories!”

Communications Plan

Launch Date: May 23, 2022

BACKGROUND

Catholic Education Week (CEW) 2022 will take place from May 23 to 27. This year's theme is "Rebuild, Restore, Renew Together."

STAR Catholic School Division is entering the second year of our Three-Year Faith Plan: "Disciples of the Word". This year's subtheme is "Disciples Through Witness" and our focus is on how we each are called to share the word of God with others and pay witness to God through the sharing of our own faith experiences.

In the weeks leading up to Catholic Education Week, a call will be put out to staff, students, and families inviting them to share a story of their faith, or a story of someone who inspired them in their faith. These stories will be collected and shared on Division social media channels during CEW to reflect this year's Three-Year Faith Plan theme as well as to promote the good news of Catholic education within our school communities.

During each day of Catholic Education Week, Grateful Advocates for Catholic Education (GrACE) will coordinate a daily prayer with Alberta's Catholic Bishops and celebrate the Five Marks through their social media posts. STAR Catholic School Division will also share these posts to Division channels in support of this provincial initiative.

Finally, Catholic Education Week will also include World Catholic Education Day, which will be celebrated on May 26, 2022. Wearing blue for World Catholic Education Day has become a recognizable tradition amongst Catholic schools over the years. Promoting it is an easy — and fun! — way to create a sense of belonging and solidarity amongst students, staff, and schools.

COMMUNICATIONS NEED

Catholic Education Week is an opportunity to highlight the benefits of faith-infused education by sharing information, good news, and highlights. It's also an opportunity to create dialogue and engage with our audiences by asking them to share their faith stories, or the story of someone who has inspired them in their faith.

By partnering with other like-minded organizations and divisions, and by following a theme of sharing our faith with others and serving as witnesses to the word of God, we will emphasize the excellence of Catholic education with both our existing audiences and potential new ones.

KEY CONSIDERATIONS

- It is important to serve as witnesses by sharing the word of God and our experiences with others. Inviting followers to share theirs in their own words will create meaningful and inclusive dialogue and allow us to come together in celebration of our faith.
- Catholic Education Week is also an opportunity to create dialogue about both the successes of and challenges facing Catholic education with other members of the Catholic community.

- Information shared during Catholic Education Week could potentially attract new families and students as we celebrate our amazing schools.
- Similarly, personal testimonials collected during the campaign can be used in future promotional materials.
- Encouraging people to wear blue on World Catholic Education Day is an easy way to create a visible sense of family and belonging amongst students, staff, and the community at large.
- The Monday of Catholic Education Week is a holiday (Victoria Day) and participation on this day will likely be limited.

KEY MESSAGES

- Celebrate Catholic Education Week with us from May 23 to 27!
- Do you have a faith story that has changed your life? Share it with us!
- How has your faith helped you through times of difficulty?
- How have you shared your faith with others?
- Who has inspired you in your faith? Tell us about them!
- We are Disciples Through Witness! #IBelieveinCatholicEd
- Wear blue for World Catholic Education Day on May 26! Share your photos using #BlueforCatholicEd

GOALS

- Make audiences aware of Catholic Education Week and World Catholic Education Day.
- Create interest in STAR Catholic's social media campaign leading up to and during CEW.
- Create dialogue and engagement with audiences by inviting them to contribute their faith stories.
- Generate excitement and community pride in Catholic education and schools.
- Share positive and inspiring good news stories about Catholic education.
- Encourage as many community members as possible to wear blue for World Catholic Education Day.
- Collect and share "blue" photos from World Catholic Education Day and testimonials from CEW to use for future events and promotional materials.

COMMUNICATION STRATEGIES

- Begin promoting the upcoming Catholic Education Week via social media during the two weeks prior.
- Share GrACE/ACSTA materials, posts, letter from Bishops, etc.
- Share daily prayers streamed by GrACE.
- Roll out and promote a "Disciples Through Witness – Share Your Faith Stories" campaign inviting followers to share photos/testimonials of their faith stories or of someone who has inspired them in their faith.

- Email staff and parents explaining the campaign and inviting their participation.
- Use and encourage use of the hashtag #IBelieveInCatholicEd on social media.
- Write and promote a blog post highlighting the campaign and its goals.
- Pitch the campaign as a story idea to Grandin Media.
- Include open ended questions with posts encouraging audiences to share their own stories and experiences.
- Share relevant posts from stakeholders and audience via STAR Catholic platforms (Facebook, Twitter, and Instagram).
- Encourage the community to wear blue for World Catholic Education Day and share their photos with #BlueforCatholicEd.
- Share blue shirt photos via STAR Catholic platforms.

COMMUNICATIONS TOOLS AND TACTICS

Tool/Tactic	Deadline	Cost
Communications plan <ul style="list-style-type: none"> • Write strategic plan for promotion CEW and the Disciples Through Witness: Share Your Faith Stories! campaign 	April 14	N/A
Visual graphics <ul style="list-style-type: none"> • Facebook/Twitter cover photos • 1 generic CEW graphic • 2 “Share Your Faith Stories” graphics • 1 WCED/wear blue graphic 	May 16	N/A
Social media <ul style="list-style-type: none"> • Write and schedule 2 posts to promote CEW in the two weeks before (1 per week with graphics) • Write and schedule 5 “Share Your Faith Stories” posts (with graphics) during CEW • Share blog post highlighting the “Disciples Through Witness: Share Your Faith Stories!” campaign • Write and schedule 2 posts promoting wearing blue for WCED • Share posts and photos of faith stories from followers • Share GrACE and ACTA posts including letter from Bishops, daily prayers, Five Marks posts, etc. • Share information/posts about faith resources and live streams of prayers from GrACE 	May 9 May 23 Daily during CEW	N/A
Website <ul style="list-style-type: none"> • Write and schedule blog post • Add events to calendar - DONE 	May 20	N/A
SchoolMessenger and Email <ul style="list-style-type: none"> • Email staff explaining the Share Your Faith Stories campaign and inviting them and their students to participate • SchoolMessenger email to parents detailing the Share Your Faith campaign and inviting them and their children to participate • Email to staff inviting them and their students to Wear Blue for World Catholic Education • SchoolMessenger email to parents inviting them and their children to Wear Blue for World Catholic Education 	April 22 May 13	N/A