



CONNECTIONS

November 7, 2019

Letter from the Principal

Important Dates

Thursday, November 7

- School Assembly: 8:45 AM
- 1st Grade Field Trip: 9:30 AM

Monday, November 11

- No School: Veterans' Day

Wednesday, November 13

- 7th Grade Field Trip: 9:30AM
- 3rd Grade Field Trip: 10 AM
- Parents' Club Mtg: 7:00 PM

Thursday, November 14

- School Mass (6): 9:00 AM

Friday, November 15

- Student Picture Make-up Day: 8:30 AM
- Open House & Tour: 9:00 AM
- Kindergarten Field Trip: 11:30
- Multicultural Night: 6:00 PM

Friday, November 22

- End of 1st Trimester
- Free Dress & Pizza Lunch

Wed, Nov 27—Fri, Nov 29

- Thanksgiving Vacation

4811 Wallingford Avenue North
Seattle, WA 98103

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Submit *Connections* articles to:

Ms. Mary: m.ancich@stbens.net by

3:00 PM Tuesday.

Dear St. Benedict Catholic School Families,

We haven't even made it through the first trimester, but it is already time to start thinking about next year! St. Benedict will be holding its first Open House and Tour on Friday, November 15th. This may come as a surprise to some of our families but many of us have been planning and preparing for the "Open House Season" since early in the summer.

Why so much planning and preparation for the coming year? The answer is simple: St. Benedict is redoubling our marketing and enrollment efforts for the 2020-2021 school year. Many of you may not have realized it, but enrollment has been gradually decreasing over the last few years. This trend is not unique to St. Benedict and is being seen across most parochial and private schools in N. Seattle. What is unique to St. Benedict are the new strategies we are undertaking to boost our enrollment:

A marketing committee was formed last year and continues to guide our messaging and advertising. Based on their advice, the school has shifted most of our advertising budget to online advertisements targeting specific audiences who are looking for schools.

The Marketing Director for the Office for Catholic Schools visited the school and, based on her suggestions, the school has adjusted our Open Houses and enrollment processes.

Updating and improving the school website has become an ongoing process. (Some gains have been made but there is still a lot of work to do to make this a more effective marketing tool.)

We continue to work on our curb appeal. Ms. Anita and several volunteers have been working to make sure that our building and grounds are neat, tidy, and welcoming.

In addition to the work that we are doing, there is much that can be done by you, the parents and families of St. Benedict to help us attract and enroll new students.

From the data that we are tracking, we know that word of mouth is the single most effective means of bringing new families to the school. This means that you, our families, are our best marketing tool. You can have a real impact on our enrollment by inviting your friends, neighbors, and coworkers to our Open Houses and school events. This year we are relaunching two programs to encourage and reward your continued support.

Save the Date Postcards, reminding families of our Open House dates, will be coming home in next week's *Connections*. We ask that you please distribute these to prospective families that you may know. Additional postcards will be available in the office so take as many as you feel comfortable passing out.

The school is also relaunching the Parent Referral Program to reward your efforts to help us increase enrollment. See the attached flyer for more information.

Finally, if you can assist the school with any of our marketing efforts, please contact Penny Ziemer (p.ziemer@stbens.net), our Advancement Director. There are many ways to help from distributing posters to local businesses to writing code for the website. We can always use your expertise! Thank you all for your support as we work together and spread the word about St. Benedict Catholic School!

Brian Anderson, Principal

Thanksgiving Food Drive

The 2nd and 6th grade classes are sponsoring an All-School Food Drive to provide Thanksgiving Day dinners for families in need in the Wallingford neighborhood. Today students selected items to donate to the Family Works Food Bank. Please bring the donations to the school by Mon., November 18.

Veterans' Day

In honor of Veterans' Day in November, we will be collecting photos of any student family members and friends that have served in the armed forces to include in a video to show at our assembly on November 7. Please send your photos to Mrs. Fitzpatrick (m.fitzpatrick@stbens.net) by October 31.

Multicultural Night & Potluck

Join us on Friday, November 15, from 6–8pm in the Auditorium for our first Multicultural night to share in the food and culture of our community's heritage. Instead of a ticket simply bring a dish to serve 10-12 people. Please RSVP to help us prepare: www.eventbrite.co.uk/e/75807541397

Student Picture Make-up/Retake

Student Picture Make-up Day will be on Friday, November 15 beginning at 8:30 AM. This is for students who missed picture day or need retakes.

Scrip Contest

The Scrip Holiday Contest starts Wednesday Nov. 13 and runs until Friday Dec. 13. The class with the highest % participation will win an ice-cream float party. All classes with 100% participation will share the party.

Fred Meyer has new check out machines. If using a gift card, you now must scratch off and enter the pin number. Don't be fooled into thinking that your card is empty when it is not!

Remember to use the school website to access Amazon when shopping: www.stbens.net. Go to the Fundraising page and look for the Amazon icon. You can bookmark it to your computer. It is a free way to raise money for the school. Contribute even more by using a gift card to pay for your purchases.

Sock-tober Success!

The first grade's service project supporting the important work of Operation Night-watch collected 1377 pairs of socks! Thank you to everyone who donated to Sock-tober!



“Mad Men” Auction News

The St. Benedict School Auction will be held on March 28, 2020 at Ballard Bay Club. Please don't forget about your family procurement! Each family is responsible to obtain an item(s) valued at \$200. For your convenience forms are available ONLINE this year at:

<https://stbens.ejoinme.org/MyEvents/2020Auction/tabid/1093074/Default.aspx>

Procurement forms are due by December 20, 2019. Items are due February 28, 2020. Please contact Jaime Lin-Yu at jlinyu@gmail.com or Rima Zikas at rszikas@hotmail.com with any questions.

School Christmas Pageant

This year's Christmas pageant will be on **Thursday December 12** at 7 p.m.. In the Church. There will also be a dress rehearsal at 1:30 p.m. that same day.

St. Benedict Athletic Sweatshirts

We will be placing another order for the St. Benedict navy blue, hooded athletic sweatshirts. These sweatshirts can be worn as uniform any day of the week. Additionally, you may have your name printed on the back of the sweatshirt. The order form is available on our website or in the school office. Deadline to order is tomorrow, Tuesday, November 26.

CYO Youth Group

North Seattle Catholic Youth has a middle school youth group (6th grade–8th grade) that meets every Sunday at 5PM in the Saint Peter Room at Christ the King Parish until 6:45PM. All are welcome!