



## Letter from the EXECUTIVE DIRECTOR



The beatification of Father Basil Moreau, CSC, founder of the Congregation of Holy Cross, has brought him to the forefront of our thoughts recently. But in so many ways, he's never receded from that position.

Just this year, Moreau's spirit has permeated several Holy Cross events. His book, *Christian Education*, was one of the main topics of conversation at the second Holy Cross Convocation in May (see page 2), which brought together 165 Holy Cross educators. Among those who attended were the members of our Program Development Committee (see page 2), an association of Holy Cross leaders who met to evaluate proposals and look at new directions for future activities.

*Christian Education* also served as a springboard of discussion in July at the first Holy Cross Institute Mission Seminar, held at King's College in Wilkes-Barre, Penn. (see story at right). Attendees from Holy Cross schools got down to the business of programming lessons in their classrooms with Moreau's teachings to serve as inspiration and encouragement.

And what better application of Moreau's values than the first Midwest Conference for Student Leaders? Held in June at Holy Cross College in Notre Dame, Ind. (see page 3), the event assembled Holy Cross students and teachers to explore and prepare for their roles as school leaders.

It may have taken one miracle to bring about Moreau's beatification, but in many ways the man's continuing influence on Holy Cross schools inspires miracles on a daily basis.

Sincerely,

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*Brother Stephen Walsh*

## Mission Accomplished AT NEW HOLY CROSS SEMINAR

What was the vision of Father Basil Moreau, CSC, for students and Holy Cross educators? What is the future of the Holy Cross schools he inspired? These questions and others were answered at the first Holy Cross Institute Mission Seminar, held in July at King's College in Wilkes-Barre, Penn.

The four-day event included opening prayers and Mass, campus tours, and a keynote address by Brother George Schmitz, CSC, about Father Basil Moreau's *Christian Education*. Attendees shared how they came to work at Holy Cross schools before breaking into school teams and meeting individually to discuss implementing program lessons at their schools.

"Despite our differences, such as geography, size and socioeconomics, I came away with the sense that we're all moving in the same positive direction by providing a very similar Holy Cross experience for our students," says John Malloy, assistant athletic director at Gilmour Academy in Gates Mills, Ohio.

The seminar also celebrated the Holy Cross history and mission of King's College with an afternoon tour of the Lackawanna County Coal mine — the college was established to educate the children of coal miners. In the evening, a screening was held of the video *Basil Moreau: Legacy of Hope*, produced by Marilyn Schultz, associate professor of Journalism at St. Edward's University. Father Tom Looney, CSC, vice president for mission effectiveness at Stonehill College in Easton, Mass., also led sessions on developing a spirituality for Holy Cross educators.

Michael Mannetti, tech assistant to the assistant principal of Academic Life at Holy Cross High School in Waterbury, Conn., says he came away from the seminar with a new perspective on his influence as a Holy Cross educator. "I learned it doesn't matter what your role is, whether you're a teacher or staff member with little student contact. We're all spreading the Holy Cross message, which is the true teaching of Moreau."



Left to right: Brother Robert Lavelle, CSC (Gilmour Academy); Brother George Schmitz, CSC (King's College); Pat Chrosniak (St. Edward High School, Lakewood, Ohio), and Jim Duffy (St. Edward High School, Lakewood) join in the discussion of the future of Holy Cross at the first Mission Seminar at King's College in Wilkes-Barre, Penn.

## Christian Education Comes Alive at 2007 Convocation

A book written more than 150 years ago has had a more lasting impact than its author may have imagined. In March, the 2007 Holy Cross Institute Convocation focused on *Christian Education* by Father Basil Moreau, CSC. Originally written for Holy Cross educators sent out to establish primary schools in 19th-century rural France and other parts of the world, the book was the topic of discussion among more than 165 modern-day participants as they gathered to learn more about the Holy Cross mission and discuss common concerns faced by schools.

“It was a reaffirmation of Holy Cross values and an opportunity to share ideas and suggestions from various schools,” says Lauren Lek, assistant principal of Moreau Catholic High School in Hayward, Calif.

Along with attending breakout groups, attendees listened to a special afternoon session “Marketing Your Mission” (*see story, page 3*) with a panel of professionals in nonprofit marketing. Brother George Schmitz, CSC, former provincial of the Eastern Province, gave the keynote address, “*Christian Education* by Father Basil A. Moreau, CSC: Vision, Instruction, Invitation.”

“It was a wonderful time to share and learn from our sister schools and break bread with our Holy Cross family,” says Peter Francis Shelley, vice principal of Moreau Catholic High School.



MARC SWENDNER '92

Attendees at the second Holy Cross Convocation discussed *Christian Education* and other aspects of the Holy Cross mission.

## MOREAU GETS A NEW LOOK



Last December, Enrique Villarreal, '07, a Graphic Design major at St. Edward's University and graduate of Holy Cross High School in River Grove, Ill., created this new graphic of Father Basil Moreau, CSC, for the university's celebration of his Beatification on Sept. 14–16 in Le Mans, France. “It all started with the eyes,” says Villarreal. “I wanted to capture that zeal and make him look like he's in the spotlight.”

## PROGRAM DEVELOPMENT COMMITTEE MEETS



MARC SWENDNER '92

The Program Development Committee met at the Holy Cross Convocation at St. Edward's University in March to evaluate proposals and look at new directions for future Holy Cross activities. Standing (*left to right*): Brother Thomas Dziekan, CSC; Brother Donald Blauvelt, CSC; Brother Robert Lavelle, CSC; Brother Stephen Walsh, CSC; and Kevin Makley. Seated (*left to right*): Gene Boyer, Heather Gossart, Mary Ann Beiting and Brother George Schmitz, CSC. Not pictured: Gail Bellucci and Brother Stephen LaMendola, CSC.



# NewsNOTES

## Students Learn What It Means to Be a Holy Cross Leader

More than 50 Holy Cross students and teachers from the Midwest gathered in June at Holy Cross College in Notre Dame, Ind., for the Midwest Conference for Student Leaders. During the five-day event, participants focused on answering the question “What makes a Holy Cross leader?”

“This was a truly remarkable experience for both the students and the adults involved,” says Casey Yandek, associate principal of Archbishop Hoban High School in Akron, Ohio. “It really gave everyone a sense that the mission and legacy of Holy Cross truly is both alive and well.”

Along with team-building exercises and a scavenger hunt, students joined in a day of service for Habitat for Humanity and Our Lady of the Road, a drop-in center for the homeless. They also learned more about the history and people of Holy Cross from Holy Cross Brothers at Columbia Hall and Dujarié House. The conference ended with students sharing ideas for activities they plan to implement in their own schools.

“We all came away with a heightened sense of community, a broadened knowledge of the history of the Holy Cross heritage, and a renewed excitement about the mission and the legacy of Holy Cross,” says Martie Giammatteo, director of student activities at Holy Cross High School in Waterbury, Conn. “Our students really gained a new understanding of service to others.”

For more information, contact Terry McGaha at 504-451-5943.



COURTESY OF HOLY CROSS COLLEGE

Students learned what makes a Holy Cross leader at the Midwest Conference for Student Leaders at Holy Cross College in Notre Dame, Ind.

## TOOLKIT MARKETING YOUR MISSION

In March, participants at the 2007 Holy Cross Institute Convocation learned about effective admission and fundraising communications from a panel of professionals in nonprofit marketing: Paige Booth, vice president of Marketing at St. Edward's University; Kathy Cain, managing partner, creative director and principal strategist at Zehno Cross Media Communications in New Orleans, La.; and Gail Tyson, senior marketing communications consultant at Zehno Cross Media Communications. Tips from the presentation follow.

### Make the most of your resources.

Every school would like to have more money and resources, but many must make do with what they have. As you plan to communicate your school's message, focus on these points:

- Get a communication strategy. What types of resources are available to you?
- Repeat and reinforce key messages. Are your messages focused? What are you trying to say about your school?
- Prioritize — don't try to reach all audiences. Who needs to hear your message? Are you reaching out to the right audiences?

### Tell your Holy Cross story.

Each Holy Cross school has something distinctive to say about itself. Storytelling doesn't cost anything, and it's one of the most effective ways to advertise your school. Here are some storytelling tips:

- Focus on the outcome. Readers don't just want to read about interesting people; they want to read about people doing interesting things.
- Show examples of the Holy Cross mission in action.
- Keep the highlight on successful students, alumni and donors. Let people see how your school helps others achieve success.

For more information on marketing your Holy Cross school, visit [www.holycrossinstitute.org](http://www.holycrossinstitute.org).

news

### 2008 MISSION SEMINAR:

Tuesday, July 8–Thursday, July 11, 2008 ■ Kings College, Wilkes-Barre, Penn.

### 2008 HOLY CROSS INSTITUTE CONVOCATION:

Sunday, March 30–Tuesday, April 1, 2008 ■ St. Edward's University, Austin, Texas

## Educating the Hearts OF HIGH SCHOOLERS THROUGH SPIRITUAL RETREATS

By Mike Reiling



There is an old saying that goes “In a retreat, one must step back in order to move forward.”

Retreats have been an important part of the Catholic tradition since its beginnings. Varying in length from mere days up to years, retreats have been valued as times for deeper encounters with Jesus Christ and for the transformative effects on the

lives of participants. While most Catholic high schools have developed, promoted and frequently required some type of student retreats, the Holy Cross tradition upholds retreats as a vital and indispensable way to educate the hearts of high school students while they grow as unique spiritual people.

At St. Edward High School in Lakewood, Ohio, we offer a wide range of retreats to meet the interests of individual

students. Directed by faculty members, our retreats usually consist of 20 to 30 participants. Freshmen and sophomores are required to participate in “recognizing your gifts” and “service and reflection on homelessness” retreat days. Juniors and seniors are encouraged but not required to participate in several different retreats, including a two-day homeless simulation, a three-day outdoor hiking event, and a three-day intensive look at our relationships with ourselves, God and the significant others in our lives.

All retreats give participants time to enter into their inner lives, promote bonding between all involved and allow for personal transformation. Retreats — which have benefits for people of all ages — offer not just an opportunity to get closer to God, but personal growth that is a necessity for quality human living.

*Mike Reiling directs student retreat programs at St. Edward High School in Lakewood, Ohio. He’s worked as a Holy Cross educator for more than 15 years.*

The Holy Cross Institute AT ST. EDWARD’S UNIVERSITY



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