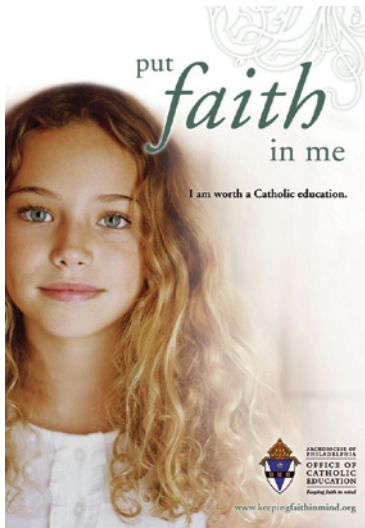


Faithful Times

Volume I, Issue 1

News of Value from the Office of Catholic Education



OCE Kicks Off First-Ever Comprehensive Marketing Campaign

Branded with the theme "Keeping faith in mind," the campaign consists of public relations and advertising, along with elementary-specific outreach materials. Throughout the upcoming months, messages are appearing in print advertisements in the *Philadelphia Inquirer* and the *Catholic Standard and Times*, radio commercials on KYW, B101 and Rumba 104.5, and SEPTA bus billboards throughout the city.

The campaign highlights the Catholic school difference – that our schools not only provide an exceptional education, but also prepare students for life by instilling strong values. For more information about Catholic schools in the Archdiocese of Philadelphia, visit www.keepingfaithinmind.org



ARCHDIOCESE OF PHILADELPHIA

OFFICE OF CATHOLIC EDUCATION

Keeping faith in mind

Conwell-Egan Students Combine Teamwork and Technology Through the EAST Initiative

For the first time this school year, 39 students at Conwell-Egan High School are participating in the EAST (Environmental and Spatial Technology) Initiative, an interactive class that puts them in charge of making creative and high-impact changes for their community through technology and teamwork.

The EAST Initiative, operating in more than 200 high schools in seven states, gives students the opportunity to choose a real problem that affects their local community, and then develop a solution using highly advanced technology such as Global Positioning Systems (GPS), Geographic Information Systems (GIS), Photoshop, CAD, web design programs, and video editing programs.



Rather than using the traditional teacher-in-charge style of learning, the EAST Initiative mirrors today's workplace style, where managers cultivate the strengths of all team members with an eye toward the project as a whole.

Some Examples of EAST projects happening at Conwell-Egan:



- A GPS/GIS project to make teenage drivers aware of the days, times and places in the school's vicinity where the greatest number of youth-involved traffic accidents occur
- A nutrition study examining the content of all food served at Conwell-Egan to empower and encourage students to make healthy choices
- Navigational floor plans (the first complete, updated set in several decades) of all three floors of Conwell Egan - produced and mounted in key locations in each hallway

[Click here to launch the Conwell-Egan website](#)

► Congratulations ◀

The following elementary schools have received the "Catholic Schools for Tomorrow" Award from *Today's Catholic Teacher* magazine:

CATHOLIC SCHOOLS FOR TOMORROW AWARD

INNOVATIONS IN EDUCATION



Saint Anastasia Newtown Square, PA

Topic: "Innovative Project Facilitated by Technology"

Program: Internet Radio Station

Principal: Mrs. Carol Cary

[Click here to launch website](#)

Immaculate Conception Jenkintown, PA

Topic: "Innovative Project in Promoting Catholic Identity"

Program: Art Workshop

Principal: Mrs. Diane Greco

[Click here to launch website](#)

Immaculate Conception Levittown, PA

Topic: "Innovative Project in Promoting Catholic Identity"

Program: Discovering Neighbors

Principal: Sister Maryanne Winterberg, IHM

[Click here to launch website](#)

Twelve awards are given across the country, and the Archdiocese of Philadelphia claimed three! Winners are published in the March issue of *Today's Catholic Teacher*. Awards will be presented on April 12, 2007 at a special celebration banquet during the NCEA convention.