

What kind of school are we?

A St. Frederick graduate stopped by the front office last week. Now a Certified Public Accountant, he's planning to return to graduate school to pursue a Master's degree. What a joy it was to visit with him! He was an Ambassador when he was here, about six years ago, and a loyal Warrior for a long time.

It reminds me of how wonderful it is to see our graduates years later. We get to see how so many of them grow up to be productive, even outstanding members of our community. I see the weddings in the paper filled with St. Frederick graduates and just glow with pride, just like they were one of my children.

It had me thinking, what happens to St. Frederick graduates? We track them somewhat, but the data doesn't paint a very complex picture.

What can you tell about our school from our graduates? What kind of school are we?

A LOT of thought is put into this every day. Those who are charged with positioning us in the marketplace take a great deal of pride in ensuring the public knows we are different. Sometimes that may not be filtered to you, however.

So, who are we? When you're asked, what do YOU reply?

We are NOT a public school, we are NOT just another PRIVATE school, we're NOT even just another parochial school. We ARE a Catholic school, and have been for more than 140 years, a proven product that is marketed in that way.

A St. Frederick graduate looks different.

They are strong morally. They are prayerful. They've had a school experience absent of resource officers and metal detectors. They've had teachers and a principal and a guidance counselor and a cafeteria worker and secretary who know not only their names, but their parents' names, too. They know what true community service is, to be the hands and feet of Christ. They perform well academically. They exhibit discipline in and out of the classroom. We hear so very often from outsiders how our students stand out in a positive way, different from others.

The branding of our school is a complicated business in this marketplace. We don't spend thousands of dollars advertising our school. Not only do we have firsthand experience that word-of-mouth works better, but marketing strategies prove it, too.

Tell five people you know what makes a St. Frederick student different. Won't you join us in spreading the word about St. Frederick?

May God continue to bless our school community.

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