



Holy Trinity School Newsletter

March 6, 2011

School Calendar

MARCH

March 8
Confirmation
Scrip Jeans Day
Mardi Gras Prayer
Service 2pm in church

March 9
Ash Wednesday
Mass 8:30am 3A

March 12
Forensics All Star Meet

March 13
New Family Open House

March 14
Mass 8:30am 3B
PTG Meeting 7pm

March 15
Talent Show Registration Forms
Due
Stations of the Cross 10:25am

March 17
St. Patrick's Day

March 19
First Reconciliation
Post Gazette Spelling Bee

March 21

March 22
CLO's Young Washington 1pm
Scrip jean day
Parental Prep First Communion
7:00pm Church

March 23
Market Day Pick up

March 24
Auditions for HTS Talent Show
Full Day of School

Holy Trinity School Represented at Geography Bee



8th grader Noah Dawgiello will represent Holy Trinity School in the state level of the National Geographic Bee on Friday, April 1, 2011 at Penn State University. Noah has already won the school-level Bee and also qualified with a written exam. His coach, Social Studies teacher Alan Betten, prepares his students for the annual Bee with lunchtime practices twice a month, including his own study materials and online quizzes prepared by the National Geographic Society. He comments, "Noah is a very dedicated competitor, and he will do very well."

One winner from each state and territory competition will advance to the national competition on May 24 and 25 at the National Geographic Society headquarters in Washington, D.C. The final round of the national competition will air on the National Geographic Channel, featuring Alex Trebek, as well as on public television stations.

Mr. Betten encourages interested students in grades five through eight to join this challenging test of geographic knowledge each fall. Holy Trinity has sent four students to the states level of the competition in recent years. The contest is designed to encourage students' and teachers' interests in and awareness of geography.

"We congratulate Noah on this remarkable accomplishment and wish him great success in this next step of the competition," said Mr. Betten.

HTS Newsletter

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Holy Trinity Students Celebrate Read Across America Day



Holy Trinity students kicked off a month-long reading celebration on Wednesday March 2, Read Across America Day. The National Education Association's (NEA) Read Across America Day is an annual reading motivation and awareness program that calls for a nationwide celebration of reading to and with children. It is appropriately celebrated on Theodor Seuss Geisel's birthday, better known as children's author Dr. Seuss.

Holy Trinity first grade students showed their love of reading and of the famous author by dressing up for the occasion as their favorite Dr. Seuss characters. The Cat in the Hat, Daisy-Head Mayzie, Thing 1 and Thing 2, the Star Bellied Sneetch, and many more of his wonderfully colorful characters were represented. Even first grade teacher Miss

Bruno donned her striped hat, red bow tie and feline attire to show her support.

The children read Dr. Seuss stories in class and chose from a variety of his books at their weekly library visit. They will also be dedicating their monthly book report assignments to their favorite Dr. Seuss tales. To conclude their tribute to the beloved author, they will enjoy a treat of green eggs and ham later this month, getting a taste of the famous book by the same name's curious cuisine.

A Letter from our Director of Advancement



Hi - To those of you who don't already know me, my name is Dave Haseleu and I am the new Director of Advancement here at Holy Trinity School. ☺ Sandy who puts together our school newsletter was kind enough to allow me to use this forum to introduce myself and provide you with some information about our efforts this year.

First some personal information about me

My wife Bonnye and I are the proud parents of five children. Three of them attend HTS - James (1st grade), Kathleen (4th grade), and David (7th grade). Jennifer is a freshman at OLSH and an HTS alum and our four year old son John is an HTS "Tiger-in- waiting".

I am a native Pittsburgher and have lived in our area for most of my life. I have been involved with technology consulting and communications and strategic marketing for

nearly 20 years. Most recently, before returning to our area from Harrisburg, I worked for an award-winning strategic integrated communication company in Central PA. In my role there I worked closely with Fortune 1000 clients on strategic global marketing and web development initiatives. I have also been involved with education for many years. I am a long-time Campus Advisory Board member for the Penn State University Beaver campus and was the founding chair of their Marketing and Recruitment Committee. I continue to serve on this committee and work closely with the university staff and faculty on the issues of recruitment, retention and student affairs.

Some background on the position

The Director of Advancement position was created as a temporary position to assist the school in the areas of enrollment and fundraising with a focus on enrollment in the short term. Even though the position is officially part-time and involves only a modest stipend, with the support of my family– and my mom in particular who graciously volunteered to watch our children – I have been able to provide my services to the school in a full-time or near full-time capacity since coming on board at the end of the year.

Advancement Update

As I mentioned, the initial focus of my efforts has been on enrollment and in particular marketing and recruitment activities as they relate to this. Because the enrollment season was already underway when I came on board, one of the first priorities was to do as much as we could in the short term to raise visibility and awareness of Holy Trinity School in our service area and the communities surrounding us. Working with faculty, staff and parent volunteers we have accomplished a lot in a short time.

Some of the activities already completed or underway include -

- PR Initiative
 - Regular editorial submissions to local media outlets including PG West, Suburban Gazette, Allegheny West Magazine and others
 - HTS School News and Open House announcements published in our Parish Bulletin
 - Open House and enrollment announcements submitted to all parishes in our service area without an elementary school.
- Advertising Campaign
 - Display ads promoting HTS Enrollment and Open House in the Pittsburgh Catholic, Suburban Gazette, Allegheny West Magazine and others
 - Announcements to appear on community cable television
 - Direct Mail Campaign including an Open House/Enrollment Postcard mailer to families with young children in our parish and surrounding communities
- Exterior signage promoting HTS enrollment and Open House including large 4'x6' signs along roadways bordering school/church
- Design and production of new marketing collateral and enrollment information including new Welcome Packets for prospective families and students

We have formed a Marketing and Enrollment steering committee and in the coming months we will work to -

- Identify key HTS differentiators
- Establish an HTS brand
- Develop a formal Communication and Marketing Plan in support of the brand
- Evaluate current marketing and communication materials with respect to the brand and create and design new materials as needed
- Develop a long-term, multi-faceted Enrollment Plan with dual focus on recruitment and retention

These are just a few of the activities currently underway or planned. In time our efforts will be expanded to other areas as well including retention and other key aspects of enrollment. In the months ahead we will continue to provide updates on our progress. If any of you have ideas or suggestions, or feedback on the things we are doing your input will be greatly appreciated. You can reach me at the school office at 412-787-2656 x152 or via e-mail at htsadvancement@gmail.com. If you are in the office be sure to stop in and say hello!

Sincerely,

Dave Haseleu
Director of Advancement

Sarris Easter Candy Fundraiser



Don't forget to order your favorite Sarris Easter eggs and treats. All orders must be returned to school by **Friday, March 11th**. Pick-up will be on **Wednesday, April 13th** from 8:00am -3:00pm in the school cafeteria. All payments must be made by Wednesday, April 20th.

If you have any questions, please contact Mary Buckley at 412 299-9293 or marybuckley15@gmail.com. Thank you for your continued support of this important fundraiser for our school!

Send in Your Shop 'n Save Receipts



Please remember to send in all your Shop 'n Save Receipts! The school collects the receipts and uses them to earn learning assemblies for our children from the Pittsburgh Zoo, Carnegie Science Center or the Museum of Natural History. The receipts can either be sent in with your child or dropped off at the school office. Encourage your family and friends to save the receipts as well. Thank You!!

Labels for Education & Box Tops



Please save your Labels for Education and Box Tops for our school. Simply send the labels or box tops to school with your child. Thank You!

Attention...Parents, teachers, coaches, and chairs

Please let us know what is going on with your children, students, event, or group. We want to include all the positive happenings at HTS. Any ideas or suggestions for newsletter articles can be submitted to htspublicity@comcast.net.

Holy Trinity School Mission Statement

Holy Trinity Catholic School accepts that each child is a unique creation of God with spiritual, intellectual and social needs. As members of the faith community we instill in our students the teachings of the Gospel. We promote a partnership among parents, faculty, staff and the community rooted in the Catholic Faith. Our mission is to empower our students with active and creative minds, a sense of understanding and compassion for others, and the courage to act on their beliefs.

Have a Great Week!