

Bridges for Schools Builds Communications Capacity to Reach and Enroll Students

July 2018 – The Crimsonbridge Foundation has awarded more than \$20,000 in grants to 12 schools in the Archdiocese of Washington through its new Bridges for Schools program, which helps schools increase their Spanish language and bilingual communications capacity to better serve Hispanic families.

The Crimsonbridge Foundation launched Bridges for Schools following the [Latino Enrollment Institute](#) (LEI) in April 2018. Hosted in partnership with the Catholic Schools Office of the Archdiocese of Washington, the LEI conference allowed school leaders and staff from 45 schools to share their experiences, promising practices, challenges, and needs related to recruiting, supporting, and engaging Hispanic families in Catholic schools. Most of the schools expressed a need for communications and marketing capacity building support, to more effectively reach out to and engage with current and prospective Latino families. Building off of its successful Bridges Partners program that supports Spanish language and bilingual communications needs of nonprofit organizations, Crimsonbridge created the Bridges for Schools grant program to help schools advance these efforts.



The Bridges for Schools grants are all uniquely tailored to meet the specific needs of each school. Crimsonbridge staff worked with schools to develop plans, identify vendors, and implement strategies, with the

overall shared goals of better serving existing Hispanic families and increasing Hispanic enrolling in the future. The first round of grants will support a variety of projects: new Spanish and bilingual communications and marketing materials, Spanish-language website content, and stipends for Hispanic family outreach and enrollment coordinators.

The following Catholic schools received Bridges for Schools grants: The Academy of the Holy Cross, Blessed Sacrament School, Elizabeth Seton High School, Georgetown Visitation Preparatory School, Holy Redeemer School, Our Lady of Good Counsel High School, Sacred Heart School, Saint Francis International School, St. Michael's School, St. John the Evangelist School, St. Joseph's Regional Catholic School, and St. Raphael School. Collectively, these schools serve over 5,000 K-12 students in Maryland and the District of Columbia.

St. Joseph's Regional Catholic School

St. Joseph's Regional Catholic School, an elementary school where one in five students identifies as Latino, will use Bridges for Schools funding to translate the school's marketing brochure and admissions forms into Spanish, and to create original Spanish-language content for the school website.

"Having Spanish-language resources will enable us to serve our community better and allow our Spanish-speaking community to have equal access to opportunities afforded to their English-speaking peers. We will now have resources to expand Catholic education to Spanish-speaking households by providing them with the information and knowledge they need to make the best decisions for their children."

- Dr. Janine Bertolotti, Principal

Elizabeth Seton High School

Elizabeth Seton High School will use Bridges for Schools funding to hire a part-time, bilingual Latino Liaison, who will provide support for Spanish-speaking parents from the beginning of the admissions process through the graduation of their student and help the school to identify areas where it needs to be more inclusive of Latino parents both in written and oral communication.

"We are so excited about this project because it shows our school's commitment to diversity. We want to be 'in word and deed' what we profess to be. We are absolutely certain that this project will help us to be more welcoming to our families, and we believe that it will help our families deepen their belonging to the community."

- Sister Ellen Marie Hagar, President