



# CATHOLIC JOURNAL

DIocese of Rochester  
No. 17



## Quadrant Jr. High Schools

### Principals employ varied approaches to draw students

By Rob Cullivan  
Staff writer

Last week and this week saw three Catholic centralized junior highs in the diocese use evening open houses to sell themselves to parents and students alike.

Born amidst the closings and reorganization of several Catholic schools, none of these centralized schools even existed five years ago.

In addition to their fledgling status, all three schools must compete with a growing public middle school system that has attracted almost 51 percent of all Catholic elementary students in Monroe County over the last 15 years, according to Timothy W. Dwyer, superintendent of diocesan schools.

Next fall, Irondequoit's Northeastern Catholic and All Saints Catholic Junior High in Gates will begin to share the middle school stage with the new Southeast Quadrant Junior High located at St. Thomas More in Rochester.

Nonetheless, officials at the two schools are currently enjoying full enrollment and are confident that they can continue attracting enough students to make Catholic

middle schools a viable concept into the next decade.

And Southeast is banking on positive word-of-mouth stemming from its open houses to attract school parents in a quadrant that was divided this year over the issue of creating a centralized junior high.

To that end, each Catholic junior high featured opening speeches in an auditorium or gym by school officials who encouraged parents and potential students to explore the school building at will.

Each school, however, also highlighted different aspects of itself, primarily because each school's officials wanted their presentation to reflect what they thought parents and students in their quadrant needed to hear.

Northeastern Catholic Junior High, 125 Kings Hwy. S., Irondequoit, welcomed parents and students to its hallways on Tuesday, Jan. 19, and Monday, Jan. 25.

By far the most straight-ahead, public-relations-oriented approach of the three open houses, Northeastern emphasized the school's academics and amenities through literature contained within red folders handed out to visitors.

"I think we've always looked at

**Continued page 15**



Photos by S. John Wilkin, Photo intern



rselves.  
it, say, a  
ity, but  
ristian-  
tions by  
nces of  
  
ive the  
treatise  
eries of  
r form  
enables  
writes,  
of his  
imme-  
it offers  
peering  
ents of  
hem. It  
r priv-  
  
e book.  
ism, it  
r reli-  
ense of  
d real-  
tal hu-  
  
emer-  
r.  
  
ca-  
  
k or  
lank.  
  
urier