

Officials use diversity to market schools

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the need for a marketing program," commented Sister Kathryn Wahl, RSM, the school's principal. "It's very important that people know (the school) is academically solid, and people don't necessarily know."

And the school's best advertisers are its students, commented Sister Wahl. Current students wearing their school's red, white and black uniform wandered the halls, answering questions from parents and students. The school's music teacher conducted a trio of flutists in the hallways, while other students performed lab experiments for the benefit of onlookers.

"All my friends who went here told me it was a great school," asserted eighth-grader Elizabeth LeBeau. "Everybody is so nice to each other, and no one makes fun of you."

Sister Wahl also pointed to the benefits that only a large middle school can offer.

"Educators have learned that school

programs need to be built to meet the special needs of adolescents," she continued, noting that her school groups students in interdisciplinary teams of approximately 150 students. Five teachers per team instruct the students in such core subjects as math and English throughout the year.

The team-learning approach is also used at All Saints, and will be implemented at Southeast Quadrant Junior High, school officials said.

Such an approach allows teachers to maintain one-on-one relationships with students — such as would be found in the traditional kindergarten-through-eighth grade setting — while allowing the school to offer a variety of non-core courses and extracurricular activities, Sister Wahl concluded.

In contrast with Northeastern's spotlight approach to its various assets, the Southwest Quadrant's All Saints Catholic Junior High, 170 Spencerport Road, Rochester, was open for a low-key perusal on Wednesday, Jan. 20, and

Thursday, Jan. 28.

Mary E. Caffrey, principal, preferred using folksy anecdotes about the students, rather than pushing the school's programs and academics on Jan. 20. She emphasized that the school would turn out graduates who had heart in addition to brains.

"Before we are anything else, we are a Catholic school," Caffrey told her audience. To illustrate her point, she noted that her students attended Mass following the inauguration of President Bill Clinton that day.

In addition to the service, All Saints students had made up their own personal "Creeds of Freedom" in memory of Martin Luther King Jr., and the school sent the creeds along with a videotape of the Mass to the new president.

"We wanted him to know that when he was assuming the incredibly important office of president, we were praying for him," Caffrey explained. As for her students, she said, "I don't think any inauguration of a president will just be a matter of fact thing for them."

When asked why she avoided promoting the school's academic prowess in favor of its spiritual essence, Caffrey replied that school parents generally know that Catholic schools are strong academically. What she wanted to do, she said, was attract parents who believe their child's most important lessons are ones about compassion and caring.

The approach seemed to work with Vince Buzzelli, whose daughter, Julie, attends St. Pius the Tenth in Chili.

"I thought it was excellent," he said.

"She gave me a good feeling for the operating principle of this school."

Southeast Quadrant Junior High, which is slated to open at St. Thomas More campus, 2617 East Ave. Rochester, held open houses on Thursday, Jan. 21, and Monday, Jan. 25.

Maureen Rickard complimented the presentation made Jan. 1 by Sister Kathleen Ward, RSM, transition coordinator for the Southeast quadrant junior high program, and Sister Patricia Carroll, SSJ, district superintendent for eastern Monroe County Catholic Schools.

In particular, Sister Carroll entertained alternating questions from parents and students about the school's curriculum, tuition rates, disciplinary code, and teaching methods.

ard said, adding that her daughter may attend either Southeastern, Our Lady

of Mercy in Brighton, or Pittsford Middle School. "I think it's a great idea to have a centralized junior high."

Her daughter, Katie Rickard, a sixth-grader at St. Louis School in Pittsford, admitted that she was apprehensive about going to the open house.

"My friends just said that no one was going here," Katie said at the open house on Thursday night, Jan. 21. "But they haven't been to the open house. I've changed my mind. I'm going to tell them to come to the next open house and keep an open mind."

Hearing comments like these from parents and children must have been music to the presenters' ears. The Southeast Quadrant was racked last fall and winter when conflicting factions chose sides on the middle school issue.

One faction supported the establishment of a centralized junior high program, while the other side promoted the existence of two or more Southeast middle schools.

Eventually, the final plan proposed by the quadrant's governing board called for a centralized junior high to be established at St. Thomas More over a two-year period.

Meanwhile, St. Joseph's in Penfield will continue to operate two sections of seventh- and eighth-grades through June, 1994.

Should the quadrant be unable to raise the \$500,000 needed to build additional classroom space at the Southeastern Junior High building, St. Joseph's may continue to operate its junior high program past the scheduled closing date.

Along with other parents, Rickard noted that the strife over the single-site junior high proposal took its toll on parents' faith in Catholic education. She added that some parents even questioned whether the diocese even believed in its own school system any more.

"I think they feel there's been a lack of commitment," Rickard said.

Diocesan school officials would maintain that far from selling Catholic education short, they hope to persuade parents that the diocese wants to stay in the education market for the long haul.

In particular, school officials hope that Catholic school parents will come to believe in the centralized middle school concept.

"The interest is generated at first by us," Sister Carroll said. "Then it's won or lost by parents talking to parents."

Obituary

Father Fintan R. Shoniker, at 78

Father Fintan R. Shoniker, a Rochester native who served as president and director of libraries at St. Vincent's College in Latrobe, Pa., died on Wednesday, Jan. 6, 1993, of heart failure. He was 78.

Born Nov. 13, 1914, Father Shoniker graduated from Corpus Christi School in Rochester. He later was graduated from St. Andrew's High School Seminary in 1933.

In addition to earning bachelor's and master's degrees in philosophy from St. Vincent's College, Father Shoniker obtained his bachelor's degree in library science from Rosary College in River Forest, Ill.

After entering the monastic community of St. Vincent Archabbey in 1935, he made his solemn profession of vows as a monk Aug. 15, 1939. He was ordained a priest June 14, 1942.

Except for a stint as president of St. Vincent's from 1968-71, Father Shoniker spent most of his career as the college's librarian. He served two terms

as the director of libraries (1949-68 and 1972-83). He had served as special collections librarian at the college since 1984.

During Father Shoniker's tenure, the library was recognized as one of this country's top Roman Catholic liberal arts libraries.

Father Shoniker was predeceased by his parents, Benjamin and Mary Shoniker; two brothers, Arnold and Joseph; and two sisters, Clara Suhr and Marguerite Madigan. He is survived by a sister-in-law, Mrs. Arnold Shoniker of Rochester; and a nephew, Martin J. Madigan, of Redondo Beach, Calif.

A Mass of Christ the High Priest was celebrated in the St. Vincent Archabbey Basilica on Jan. 9, 1993. Interment was in the St. Vincent Benedictine Community Cemetery, Unity Township, Pa.

Contributions in memory of Father Shoniker may be made to the St. Vincent Archabbey and College Library, Latrobe, Pa., 15650.

Kids' Chronicle Answer Key

"I will put my law in their minds and write it on their hearts. I will be their God and they will be my people."

Jeremiah 31:33.

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