

PLENARY OFFICIAL OPENING

FR. JOSEPH PARKES S.J.

S.J. President Cristo Rey School, New York



Tweet using hashtag #nynb13

Cristo Rey Network®



*Transforming Urban America,
One Student at a Time.*

The Cristo Rey Network's point of view..

- We cannot ignore the injustice of an educational system that only offers hope to the privileged.
- Our society cannot survive if quality education is only available to the privileged.
- Our economy cannot support the burden of thousands of high school dropouts every year.
- Our country cannot compete if the majority of our children do not graduate from college.
- The excellent model of Catholic secondary education is increasingly inaccessible to the underprivileged.

The Cristo Rey Network offers a solution to education crisis ...

We provide under-privileged students with:

- A top quality college preparatory education
- 4 years of integrated corporate work study experience
- A safe, structured, challenging and caring culture

... for an affordable tuition

And it works!

100% of Cristo Rey graduates last year were accepted into college!

The Cristo Rey Model Explained

Low-income students



A rigorous,
College-Prep
Academic Program



College



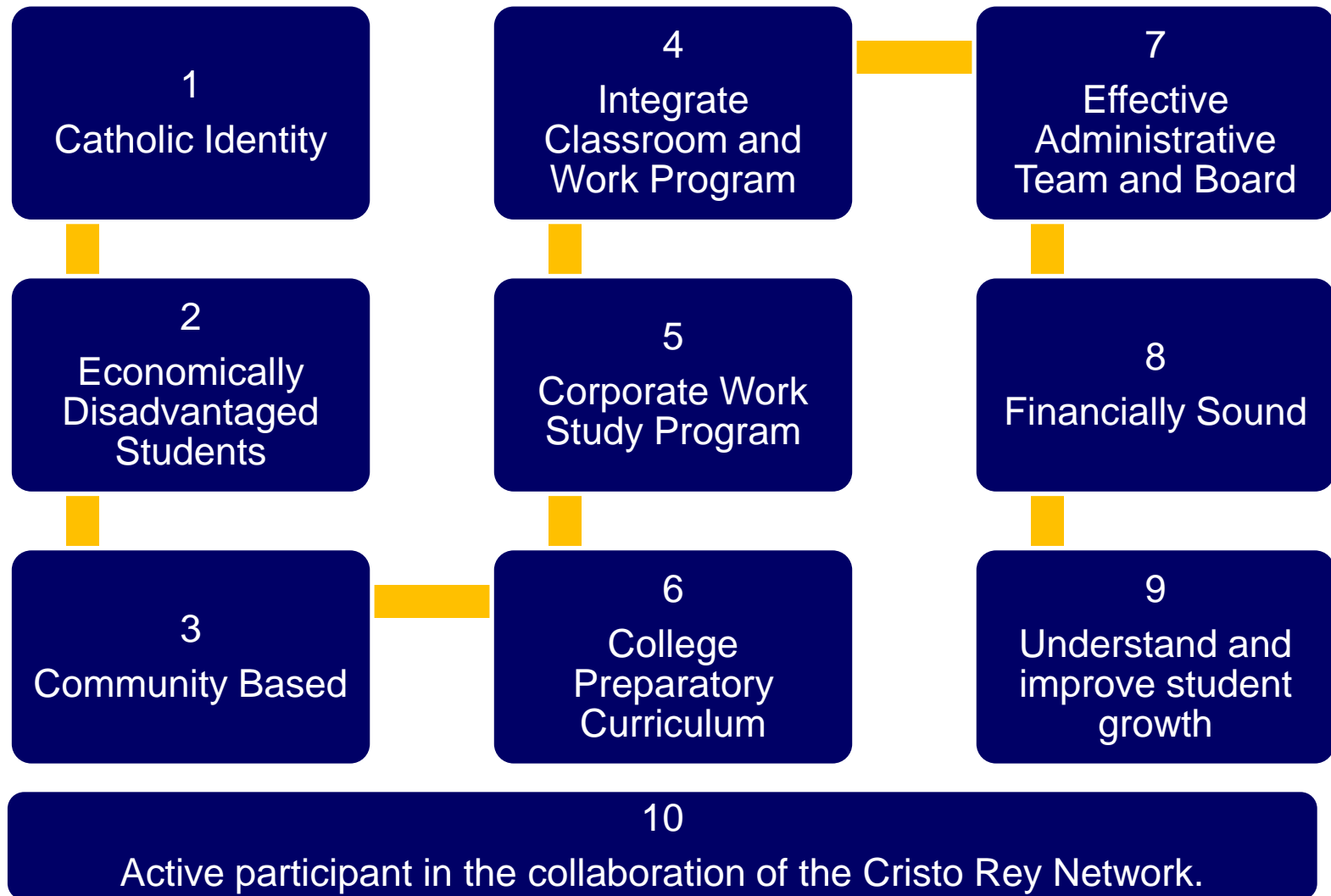
The Professional Workforce

Corporate Work Study
Program



The Mission Effectiveness Standards

All Cristo Rey Network schools must adhere to **10 Standards**



Network Profile

Chicago Pilsen (Opened 1996)

Portland (2001)

Los Angeles (2002)

Denver (2003)

Boston (2004)

Cleveland (2004)

Lawrence (2004)

New York (2004)

Tucson (2004)

Waukegan (2004)

Kansas City (2006)

Sacramento (2006)

Baltimore (2007)

Birmingham (2007)

Indianapolis (2007)

Minneapolis (2007)

Newark (2007)

Omaha (2007)

Washington DC (2007)

Brooklyn (2008)

Chicago West (2008)

Detroit (2008)

Houston (2009)

San Francisco (2009)

Cincinnati (2011)

Philadelphia (2012)

Columbus (2013)

San Jose (2014)

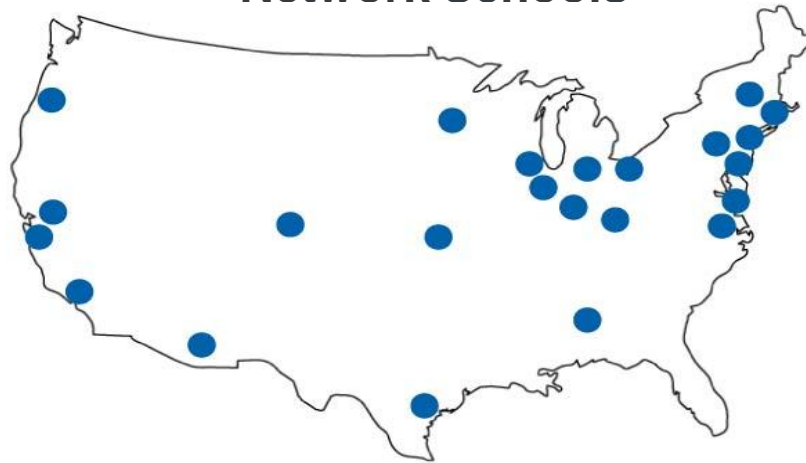
Feasibility Studies:

Albuquerque, Atlanta

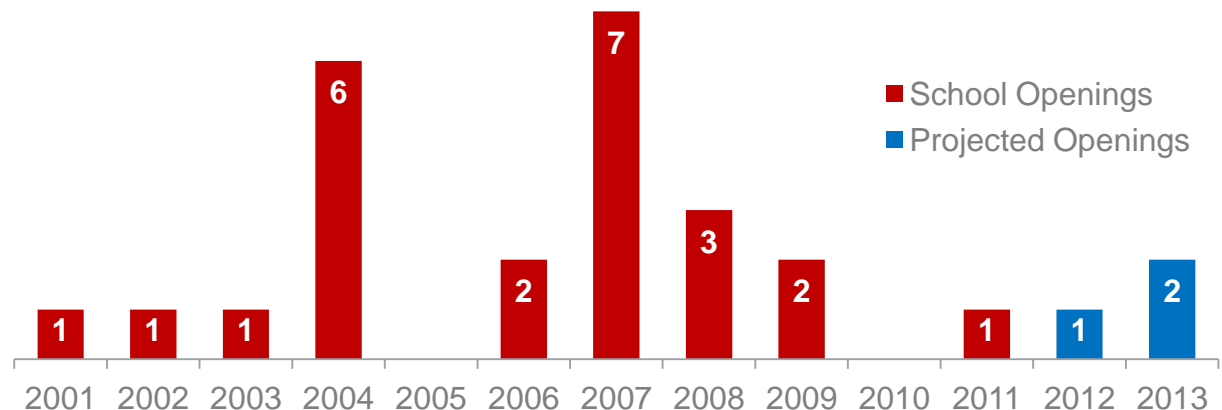
Milwaukee

San Juan, Puerto Rico

Network Schools



School Growth by Year & Projected Openings



Our Replication Strategy in Our First Decade Has Been Successful

- **25** schools in 17 states
- **7,500** students in 2012-13
- **1,200** graduates in 2012
- **1,500** corporate job partners
- **\$35+ million** projected revenue earned in 2012-13 from the Work Study Program
- **900+** employed locally by our schools
- **\$89** million expended in local markets this year, which is the sum of all schools' operating budgets
- At least **81%** of Classes of 2008, 2009, 2010, 2011 Cristo Rey Network graduates enrolled in college within two years after high school graduation

***Time* calls the Cristo Rey Network
“an island of success in the Catholic ocean.”**

STUDENT PROFILE - CRNYHS

Average family income: \$31,500

Adjusted Available Income: (\$4,300)

- **390 students in grades 9-12**
- **53% young women**
- **47% young men**
- **67% Hispanic**
- **25% African-American**
- **7% other ethnicities**
- **76% Catholic**
- **66% from single-parent families**



Corporate Work Study Program Clients



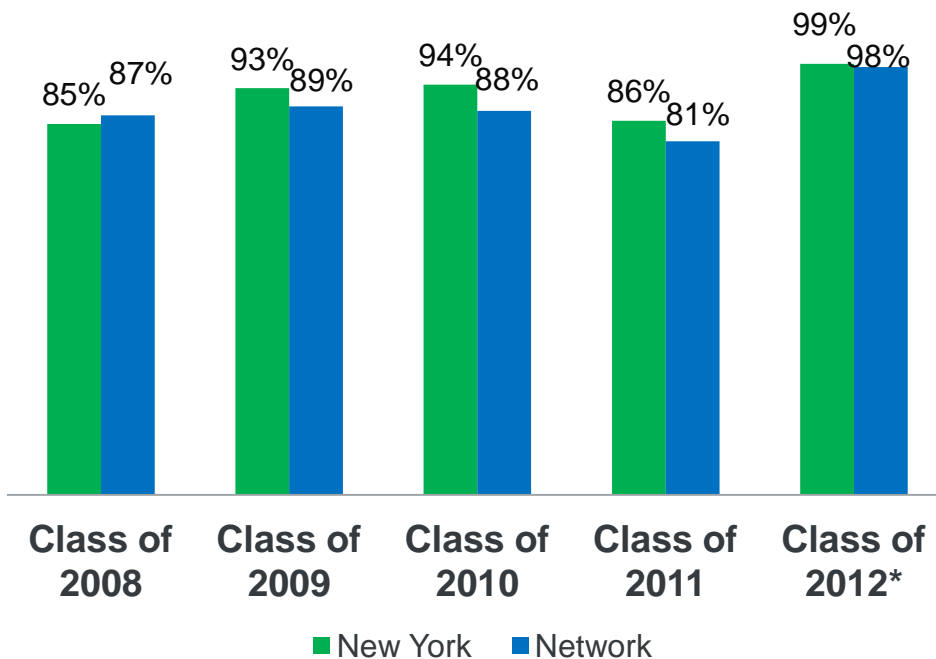
Transforming Urban America – One Student at a Time



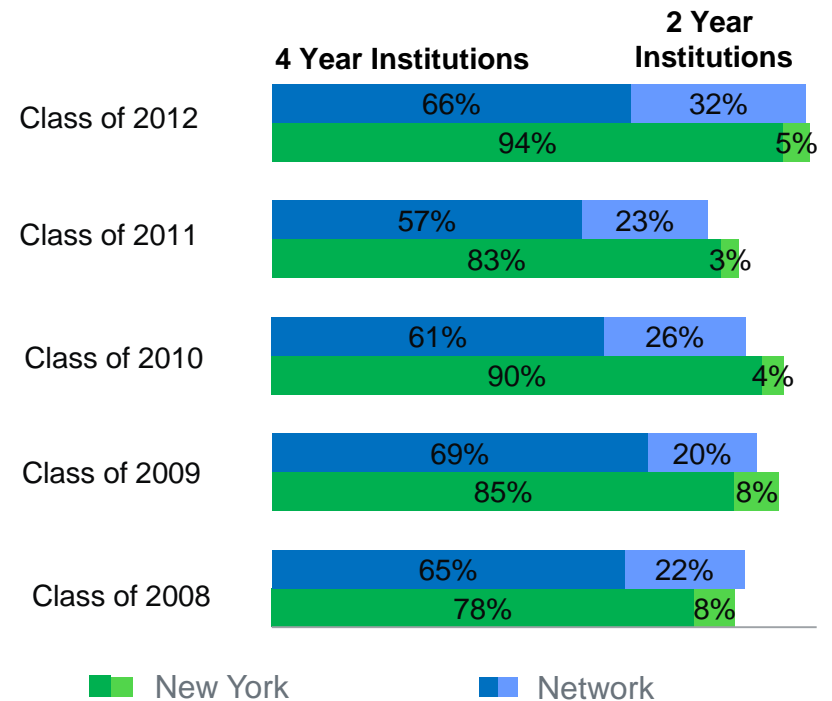
COLLEGE ENROLLMENT

Cristo Rey Network Graduate Enrollment (Reported by NSC)

Percent of Graduates Enrolled in 4 or 2 Year Institution



Percent of Students Enrolled in 2 and 4 Year Institutions



Note: Class of 2011, 2010, 2009 and 2008 include enrollment into postsecondary institution anytime during the first year after respective high school graduation.

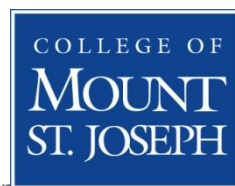
*Class of 2012 data not available from NSC. Data displayed here was reported by the schools and refers to the number of students who matriculated (submitted a deposit or intended to enroll in college) as of Summer 2012.



24 National Partners



Holy Cross



22 Supporting Partners



Creighton
UNIVERSITY



LORAS COLLEGE™



Trinity



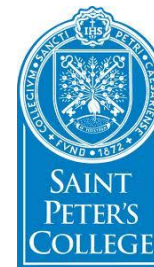
SAINT LOUIS
UNIVERSITY



Fairfield
UNIVERSITY



DOMINICAN
UNIVERSITY

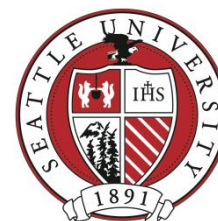


FORDHAM UNIVERSITY
THE JESUIT UNIVERSITY OF NEW YORK

WESLEYAN
UNIVERSITY



PROVIDENCE
COLLEGE



REGIS
UNIVERSITY

UNIVERSITY
of SAINT MARY

UNIVERSITY OF
ST. FRANCIS®
Respect. Service. Integrity. Compassion.

STONEHILL
COLLEGE

ROCKHURST
UNIVERSITY
Where leaders learn.

THE UNIVERSITY OF
SCRANTON
A JESUIT UNIVERSITY

STEVENSON
UNIVERSITY
Imagine your future. Design your career.®

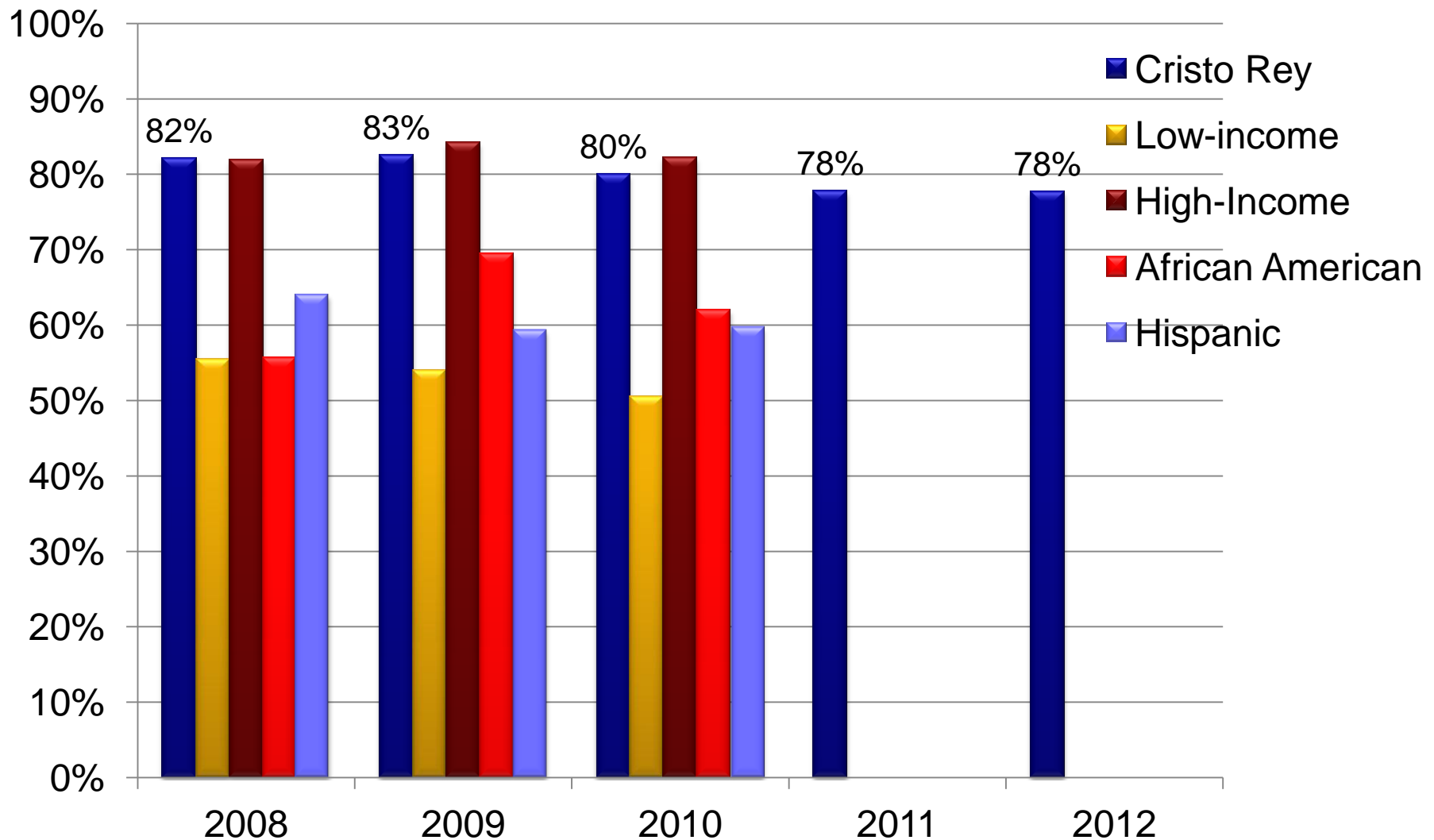


CONNECTICUT
COLLEGE



Cristo Rey Alumni Direct Enrollment

Direct Enrollment Benchmarks, 2008 – 2012





A PRESENTATION BY

JOHN KEANE

ARDMORE ADVERTISING
BELFAST



I'm
BACKIN'
BELFAST

On the 3rd of December 2012 Belfast City Council voted to limit the days that the Union Flag could fly from Belfast City Hall



This sparked a period of intense protest throughout the City as loyalists took to the streets, demanding that the decision be reversed



Their protests became increasingly violent

Citizens, visitors, shoppers, pub goers and business people in their thousands avoided Belfast City Centre in December and January following significant periods of civil unrest



It was estimated that **£15m** was lost to retail, hotels, restaurants and bars in trade over this Christmas period alone



£15m



By January restaurants, pubs and shops were reporting huge losses and the evening economy had been devastated. Warnings of job cuts were predicted to run to many hundreds



TERRIFIED workers watched in horror as their bus was petrol bombed by sectarian thugs on a trip to the North.

Staff from the Emancipatory Credit Union, Co. Wexford, travelled to Belfast in a taxi to pick up a van for their work service. The group of 12 people had been enjoying a meal in the hotel when two petrol bombs were hurled at the coach. It was so badly damaged a replacement coach had to be laid on to bring them home.

The visitors booked into the Days Hotel in Belfast city centre at 7pm and the southern-registered bus was parked outside.

But two hours later violence flared over the coaching firm debate which saw a 20pc

"Thanks be to God the petrol bomb didn't take off anyway, the bus would have been destroyed. The windows on it were all smashed in though so it's had to go for repairs."

A spokesman for the PCNI in Belfast confirmed what happened.

He said: "A southern-registered bus had scorch marks on the side and two broken windows on the side and two came under attack by a group of youngsters at around 7pm."

There were devices thrown in the area at the time but it is unclear if a direct hit was recorded on the vehicle.

Police in the North say they are continuing to arrest suspects in connection with loyalist rioting in Belfast.

More violence broke out on Monday night and 11 police officers were injured when protesters

He said: "People were very threatened. They were draped in Union flags, wearing hoodies and were covering their faces."

[illegible]

PAYING THE PRICE OF PROTESTS

Eateries starved of trade at their peak time of year

RESTAURANTS

BY CLAIRE MCNEILLY
CONSUMER CORRESPONDENT
mcneillyc@belfasttelegraph.co.uk

"At this time of the year we would expect the restaurant to be full, but tonight we only have 12 people in," said Mr. Bannan, who

that's also money being lost to the Northern Ireland economy." Front-of-house server Arlene Gurnea, 40, says of last year's



This created a need for immediate, impactful and highly visible support for the business community



We needed to get the citizens of Belfast to return to the shops, bars and restaurants

We needed to get the media to refocus on the good in the city

We needed to change the conversation



Emergency meetings took place to devise and shape the development of a recovery strategy plan



These were led by representatives from Belfast City Council, Belfast Visitor and Convention Bureau and supported by leaders from the hospitality, retail and hotel sectors



Backin' Belfast was born

It was designed to:

stimulate a change in the conversation by putting positive news firmly back on the agenda, and offering a voice and a rallying cry to the people of Belfast who were so opposed to violence and united in their hopes for the future of our City

restore confidence amongst citizens and visitors, and to harness civic pride



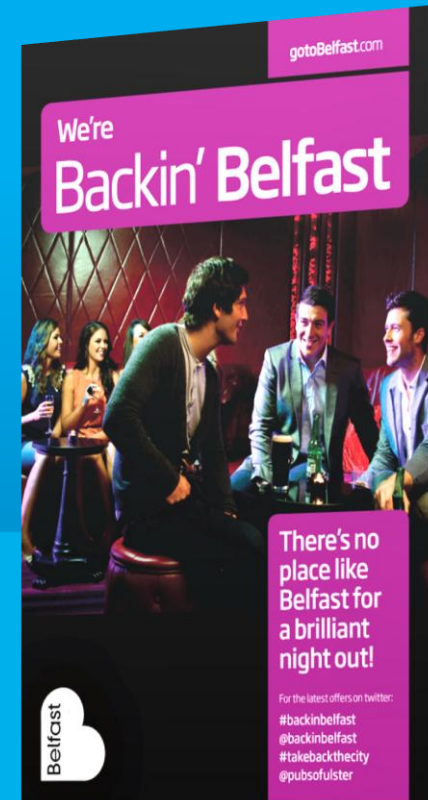
I'm
**BACKIN'
BELFAST**



Backin' Belfast was designed to:

create positive messages and experiences

deliver a direct call to action, to encourage footfall back into the City



We determined to launch through social media, putting the conversation in the hands of our citizens and allowing them to deliver a rallying call to reclaim the City, we developed and delivered a multi-layered, high impact campaign

This grass roots strategy quickly became part of the fabric of the City, it's strength relied on the City working together to speak with one consistent positive and loudly growing voice



Working for Belfast City Council BVCB mobilised the business community. Retailers were recruited across the City to attract customers back in Belfast and to show their support through the provision of offers and by acting as ambassadors for the campaign





Backin' Belfast provided a highly flexible campaign vehicle, instantly engaging to media, business and consumers alike

It worked on a multitude of different levels and in support of a raft of products



Allowing the campaign to be delivered by real people added immediacy and vitally authenticity – this was about real people, having and sharing real experiences and inviting others to do the same in support of the City



The campaign was phased over an 11 week period with a co-ordinated and consistent communications strategy designed to ramp up support and engagement

Phasing was designed to ensure all sectors were supported based on need and that priority target audiences received the right messages, at the right times, in the right places for maximum effect

All set against a daily changing dynamic of protests and uncertainty



Campaign messages were constantly refreshed to ensure they remained current and relevant, and layering and frequency built momentum

FEBRUARY 6 2012 COMMUNITY TELEGRAPH

COURTS 17

Officer's son in attempted robbery

A 19-year-old man has been charged with an attempted robbery of a police officer's son. The man, who is from the Shankill area, was charged with the offence after a witness identified him as the person who tried to steal a mobile phone from the son of a police officer. The witness, who is a police officer himself, said that he saw the man trying to take the phone from the son of the officer. The man was charged with the offence under section 1 of the Theft Act 1968. He is due to appear in court on a later date.

Woman jailed after boiling kettle attack

A woman has been jailed for three months after attacking a man with a boiling kettle. The woman, who is from the Shankill area, was charged with the offence after a witness identified her as the person who threw the kettle at the man. The witness, who is a police officer himself, said that he saw the woman throw the kettle at the man. The woman was charged with the offence under section 1 of the Offences Against the Person Act 1861. She is due to appear in court on a later date.

Bin pushing riot accused in court

A man has been charged with rioting after pushing a bin into a group of people. The man, who is from the Shankill area, was charged with the offence after a witness identified him as the person who pushed the bin. The witness, who is a police officer himself, said that he saw the man push the bin into the group of people. The man was charged with the offence under section 1 of the Public Order Act 1986. He is due to appear in court on a later date.

Shore thing

A man has been charged with the offence of being in possession of a firearm. The man, who is from the Shankill area, was charged with the offence after a witness identified him as the person who was in possession of the firearm. The witness, who is a police officer himself, said that he saw the man in possession of the firearm. The man was charged with the offence under section 1 of the Firearms Act 1968. He is due to appear in court on a later date.

We're Backin' Belfast

There are fabulous offers to be enjoyed right now Backin' Belfast. From special discounts and early morning menus to special offers and deals, there's something for everyone. Visit our website for more information. backinbelfast.com

Backin' Belfast

Backin' Belfast is a community website that provides information on local events, news, and more. Visit our website for more information. backinbelfast.com

www.newsletter.co.uk

News 13

Police deny role in teenage death

A police officer has denied any role in the death of a teenage girl. The officer, who is from the Shankill area, was charged with the offence after a witness identified him as the person who was involved in the death. The witness, who is a police officer himself, said that he saw the officer involved in the death. The officer was charged with the offence under section 1 of the Offences Against the Person Act 1861. He is due to appear in court on a later date.

Rubber bullet soldier too sick for inquest, court told

A soldier who was shot with a rubber bullet has been found too sick to attend an inquest. The soldier, who is from the Shankill area, was charged with the offence after a witness identified him as the person who was involved in the death. The witness, who is a police officer himself, said that he saw the soldier involved in the death. The soldier was charged with the offence under section 1 of the Offences Against the Person Act 1861. He is due to appear in court on a later date.

For colourful days? We're Backin' Belfast

From galleries to museums, there's so much to see in Belfast. Visit our website for more information. backinbelfast.com

Valentine's day? We're Backin' Belfast

From galleries to museums, there's so much to see in Belfast. Visit our website for more information. backinbelfast.com

4 NEWS

THE IRISH NEWS
THURSDAY FEBRUARY 30 2012

Adams flew business class to US for his private procedure

A senior government official has been accused of flying in business class to the US for a private medical procedure. The official, who is from the Shankill area, was charged with the offence after a witness identified him as the person who was involved in the death. The witness, who is a police officer himself, said that he saw the official involved in the death. The official was charged with the offence under section 1 of the Offences Against the Person Act 1861. He is due to appear in court on a later date.

Shopping for romance? We're Backin' Belfast

From galleries to museums, there's so much to see in Belfast. Visit our website for more information. backinbelfast.com

Backin' Belfast

Backin' Belfast is a community website that provides information on local events, news, and more. Visit our website for more information. backinbelfast.com



32m

With over 32m Twitter impressions this was one of the island of Ireland's most successful civic social media campaigns



2.6%

Not only did we recover the huge losses of the previous months but research also indicated a 2.6% increase in high street footfall in February compared to the previous years growth, significantly higher than the UK average rise



7-9%

Pubs also reported an increase in performance with the campaign delivering 7-9% above projections for the February period

However while we appear to be
“back to normal” we are not yet fully
back on the path to a shared
prosperity

Backin’ Belfast proved that the City,
its businesses and its Citizens can
unite and through various channels
can temper change and reshape the
conversation for our great City



But what next for Belfast?

