

CATHOLIC SCHOOLS WEEK THEMES

Catholic Schools Week began in 1974 and is a joint project of the National Catholic Educational Association and the United States Catholic Conference. Catholic Schools Week (CSW) starts the last Sunday in January and the celebration lasts all week. The National Marketing Campaign started in 1992 and is a year long campaign which includes CSW. The themes were:

1974 - *Catholic Schools, Different Where It Counts--Message, Community and Service*
1975 - *Making the Difference Count*
1976 - *A Declaration of Interdependence*
1977 - *Catholic Schools: A Plus for America*
1978 - *Catholic Schools: Everyone Grows*
1979 - *Next to the Family, The Catholic School*
1980 - *The Catholic School: One of the Family*
1981 - *Choosing a Tradition - Catholic Schools*
1982 - *The Good News in Education*
1983 - *In God We Trust & Teach*
1984 - *Catholic Schools: Beacon of Hope*
1985 - *Catholic Schools: Sharing Vision, Teaching Values*
1986 - *A Rainbow of Excellence*
1987 - *Catholic Schools Touch the Future*
1988 - *Share the Spirit*
1989 - *Communities with Memories*
1990 - *Catholic Schools: A Parent's Choice*
1991 - *Catholic Schools: A Kaleidoscope of People*

National Marketing Campaign & CSW Week Themes:

1992 - *Discover Catholic Schools*
1993 - *Choose Catholic Schools: The Good News in Education*
1994 - *Support Catholic Schools: Your Choice for Education*
1995 - *Catholic Schools: Schools You Can Believe In*
1996 - *Catholic Schools: Schools You Can Believe In*
1998 - *Catholic Schools: Restoring Faith in Education*
1999 - *Catholic Schools: Faith for a Brighter Future*
2000 - *Lighting the Way to a New Century*
2001 - *Celebrate Catholic Schools*
2002 - *Where Faith & Knowledge Meet*
2003 - *Making a World of Difference*
2004 - *Catholic Schools: A Faith-Filled Future*
2005 - *Catholic Schools: Faith in Every Student*
2006 - *Catholic Schools: Character. Compassion. Values.*
2007 - *Catholic Schools: The Good News in Education*
2008 - *Catholic Schools Light the Way*
2009 - *Catholic Schools Celebrate Service*
2010 - *Catholic Schools – Dividends for Life: Faith, Knowledge, Discipline, Morals*