



# College Connection Program

March 2010

Father,

The Vocation Office and Madison Area Serra Clubs ask your help to implement the College Connection Program, connecting our high school graduates with the Catholic ministries on secular and private college campuses.

### Is it necessary, and will it work?

Campus ministries often struggle to reach Catholic freshmen, partly due to privacy laws. Dick Stolly, Serra USA chairman, said, "At big secular schools, a campus minister is looking to know even 20% of the Catholics..." In 2007, high schools graduated 1,250,000 Catholic students; 90% chose non-Catholic secular and private colleges.

Based on studies and tests, the *College Connection Program* is needed and effective:

- A CARA study for the U.S. Bishops concerning Catholic Campus Ministry (Nov., 2005) found that students active in campus ministry 1) attend Mass more often, 2) donate more to their parishes, 3) become parish leaders, and 4) were more likely to consider a vocation to the priesthood or religious life. ([www.serraus.org](http://www.serraus.org))
- Students commit to organizations in the first few weeks, often, lasting for their entire college life. (Fr. Bacik, Corpus Christi University Parish)
- In 2009, Serra International connected 8,000 graduates through 50 clubs. ***Our Madison clubs connected over 500 graduates.***

### What do we do?

*College Connection* simply acts as the nexus between the incoming student and the campus ministry.

Together, the parish and a Serra representative gather information from the graduates' parents and contact the campus ministries, such as Newman Centers (CCMA). Then, we give the students packets of basic campus ministry contacts. In the summer, the campus ministries will contact the students, then meet them upon arrival.

### When do we begin?

Although simple, the program requires promotion and follow-through at the parish level with the help of the parish Serra rep. This is an approximate timeline:

- March 27: Post brochure on bulletin boards; copies to the DRE for distribution
- March-May: Place bulletin announcements
- May 23: The Serra rep collects the Enrollment Forms and cards at the parish office. Then, the Vocations Office mails a basic contact packet to the students' homes within approximately two weeks.
- Pew cards will be left with you for distribution at Mass or at parish and parent meetings.

Relevant Radio will broadcast program details, and ads will be placed in the Catholic Herald as well. With your help, the *College Connection Program* will connect students to the Catholic presence on campus.

Yours in Christ,

*Vocations Office and the Diocese  
of Madison Serra Vocation Clubs*

### Presentation folder materials

- Brochure and poster for bulletin boards and distribution
- Pew card sample
- Bulletin announcement
- Mass announcement
- Enrollment Form with Privacy Policy
- NCDVD article/Testimonial

### Contact information

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- Todd Burud: 608-798-3612
- [www.madisonvocations.org](http://www.madisonvocations.org)
- USA Council of Serra Int'l: [www.serraus.org](http://www.serraus.org)
- Your Serra Representative: