

## Collaboration—Marketing



The 2009 goal of the Marketing Committee was the “branding” of Catholic Community Connection within our member organizations and the communities we serve. The marketing plan includes

- The development and strategic distribution of printed, electronic, and video materials. These describe who we are as member organizations and what specific services our members collaboratively provide to the community;
- A commitment to shared marketing resources;
- Development of a formalized plan to reach out to Catholic High Schools and Colleges, increasing awareness of our ministries as sites for internships and volunteer experiences, as well as career opportunities.

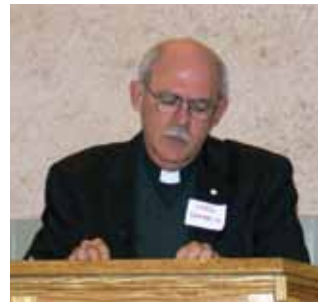
### The Marketing Committee has accomplished the following:

- Joint participation in thirteen community fairs in the areas of health, human services, and senior living
- Development and distribution of a Catholic Community Connection flyer to over 2,800 people across the Greater Cleveland area
- Participation in two high school service fairs, including one in collaboration with Catholic Schools for Peace and Justice
- Joint placement of advertising in Catholic publications
- Monthly Health Awareness anecdotes to parishes for publication in their bulletins
- Creation and distribution of informational DVD, Resource Guide, and magnets

## Collaboration—The Annual Symposium

The Annual Symposium is an all day convening of Catholic Community Connection Member Organization employees and guests. The purpose is to provide a dedicated time to come together each year in prayer and dialogue to achieve the following goals:

- Education and training pertinent to Catholic Identity and our member organizations’ ministries
- Opportunities for targeted networking, branding, and marketing of member organizations’ ministries
- Discussions focused on opportunities for collaboration within our Catholic Continuum of Care
- Discussion and recognition of current collaborative initiatives within Catholic Community Connection



The 2009 Annual Symposium on Collaboration in Catholic Education, Health, Human Services & Senior Living held at the Center for Pastoral Leadership on September 16th was attended by nearly 150 leaders. Fr. Fred Kammer, S.J. offered the keynote presentation, “Spirituality & Virtue for Compassionate Service.” Fr. Kammer is an attorney, author, former head of Catholic Charities USA and former Provincial Superior of the Jesuits’ New Orleans Province.



### Breakout Sessions included the following:

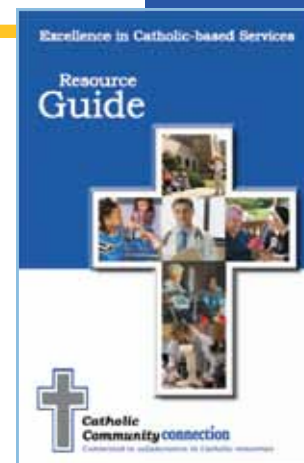
- Cost Saving Can Further Your Mission Faster
- Creating Centers of Excellence for Persons with Disabilities
- Deepening Value and Meaning in Internship and Volunteer offerings for Students
- Formative Education: Connecting in Spirit

Member Organizations and Consorta vendors provided exhibits.

Tours of the Center and Seminary, which highlighted the rich history of ministry in the Diocese of Cleveland, were also provided.

## Collaboration—Service Coordination

Service information and coordination is a centralized function offered to our member organizations and the community, with a special emphasis on serving diocesan parishes. The goal of this function is to provide up-to-date information and support to those in need of health care, human services, senior living, and higher education. In an effort to decrease fragmentation and improve access, a toll-free number (1-866-821-6634) was established. Our service coordinator answers calls and provides an assessment of need, information, education, and navigation and coordination of services. The service coordinator works in collaboration with our member organizations’ admission, nursing, physician, social work, and pastoral care staff to meet the caller’s needs and to ensure comprehensive quality services.



Call for a Free Resource Guide  
1-866-821-6634

## Collaboration—Advocacy

The impact of proposed cuts to Medicaid reimbursement was the key issue for advocacy in 2009. In addition, the health care safety net and the Ohio Biennium Budget was a critical component of our campaign. This initiative brought our member organizations together collaboratively in education, dialogue, and strategic planning, resulting in the following joint efforts: legislative letter writing campaigns, which included parishes; rallies; presentations at the Bishop’s Legislative Breakfast; meetings with legislators and members of the Governor’s staff; and updates and links to online letter writing campaigns on our website.

## Collaboration—Deaf Access

This grant-based collaboration between St. Vincent Charity Medical Center, Catholic Charities Health and Human Services Disabilities Services, and the Diocesan Disabilities Ministries was a result of a break-out session discussion at a past Annual Symposium regarding the need to improve access for people who are Deaf to appropriate medical services.

The culmination of this collaboration resulted in a \$131,418 grant from the Mt. Sinai Health Care Foundation to establish a Center for Excellence in Health Care for People who are Deaf or Hard-of-Hearing. For more information, please contact Helen Pilla at 216-377-4360.

## Collaboration—Leadership Development

Catholic Community Connection co-sponsors with Catholic Charities Health and Human Services and John Carroll’s Business School a Leadership Certificate Program for emerging professionals at our organizations as part of succession planning.

## Collaboration—Group Purchasing

Good stewardship is key to having resources to further the mission. Group Purchasing is a savings opportunity through the collaboration of Catholic Community Connection and Consorta/HealthTrust Purchasing Group. Contact us to learn more about how you can participate in this purchasing cooperative.



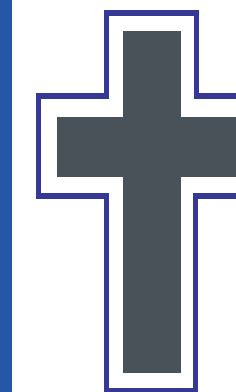
### Catholic Community Connection

is a 501C3 exclusively for charitable, religious, educational, and scientific purposes. It is supported financially through membership dues, programs service fees, grants and contributions.

Catholic Community Connection  
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Cleveland, Ohio 44115



“Beams of Love” Mary Southard, CSJ, LaGrange



## Catholic Community connection

*Committed to collaboration in Catholic ministries*

## A Story of Collaboration for the Common Good

### Mission

Catholic Community Connection, an organization of Catholic sponsored education, health care, human services, and senior living ministries, fosters collaboration to respond to the needs of people within the Diocese of Cleveland

### Member Organizations

- Catholic Charities Health & Human Services
- Holy Family Home
- Holy Family Hospice
- Jennings Center for Older Adults
- John Carroll University
- Light of Hearts Villa
- Mount Alverna Village
- Mount St. Joseph
- Notre Dame College
- Regina Health Center
- St. Augustine Health Campus
- St. Barnabas Villa
- St. Ignatius High School
- St. John Medical Center
- St. Mary of the Woods
- St. Vincent Charity Medical Center
- Sisters of Charity Health System
- The Village at Marymount
- The Village at St. Edward
- Ursuline College