

Communications Plan

Lasallian Region of North America (RELAN)



- Part 1: Communications Plan
- Part 2: Lasallian Glossary
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Communications Plan

Introduction

The Lasallian Region of North America (RELAN) developed this RELAN Communications Plan in response to Proposition 20 of the Acts of the 45th General Chapter of the Institute of the Brothers of the Christian Schools (Circular 469). The communications personnel in the offices for RELAN and the four RELAN Districts created this plan, which takes into consideration Circular 469 and the “Guide for developing a Communication Plan,” a document created by the International Council for Communication in 2013 and approved by the General Council in 2014. This plan also takes into consideration the needs of RELAN, its Districts and its ministries. Through the Districts, this plan will be made available to Lasallian ministries in RELAN to adapt for their use as they see fit.

Purpose

This RELAN Communications Plan intends to:

- respond to the call of the 45th General Chapter that each Region and District write a communications plan based on the “Guide for developing a Communication Plan,”
- serve as the basis of a communications plan for the RELAN Districts and ministries that can be customized to meet their individual needs,
- show how effective communication is integral to telling the Lasallian story and help the Region, Districts and ministries use common language to tell the story consistently,
- promote maintaining and developing a culture of communication,
- offer guidance on how to handle internal and external communications, including crisis communications,
- specify a communications process and appropriate lines of communication,
- serve as an orientation for new communications personnel throughout the Region, and
- be adaptable to change with the times and needs of the mission.

Telling the Lasallian Story

Effective communication is essential in sharing our Lasallian story. As described in Circular 469, 3.28, “[Communication] is a way of evangelizing and a concrete way of carrying out the ‘Lasallian mission.’” In RELAN, our goal is to coordinate with our Districts and ministries, along with the Institute, in order to achieve an intentionality in communication that shares the Lasallian story using common language and purpose. It is important that the Institute, Region, RELAN Districts and ministries keep open lines of communication to keep information flowing at all levels in order to most effectively share the story of the Lasallian mission with internal and external audiences.

Communication in the Lasallian World

Institute Communications

The Communications and Technology Service of the Institute of the Brothers of the Christian Schools is housed at the Generalate in Rome and responds to the needs of the Generalate and the Lasallian family worldwide. It is vital that Institute and Regional communications are in close contact in order to coordinate communications efforts and support each other in sharing stories throughout the Lasallian world. The Service’s objectives are to foster a communicative environment and integrate communication efforts in the Lasallian mission; protect, strengthen and promote the visibility of the

Lasallian mission in the larger world; create tools to promote continual communication in the Lasallian family; support the mission by establishing channels for reflection; and provide information technology service within the Generalate.

RELAN Communications

The communications office for the Lasallian Region of North America is located in Washington, D.C. as part of Christian Brothers Conference (CBC). The communications office coordinates strategic efforts to share the story of the Lasallian mission with internal and external audiences, and serves the programmatic needs of the various departments at CBC, while also staying informed about and responding to the communications needs of the Institute, Region and Districts. RELAN communications has a unique opportunity to foster relationships with communications personnel at the Institute and Districts in order to be knowledgeable about communications needs and initiatives at those levels, inform the Institute and Districts of RELAN's needs and initiatives, and help coordinate so efforts have the most effective impact and do not overlap.

District Communications

RELAN includes four Districts: the District of Eastern North America (DENA), the District of Francophone Canada, the District of San Francisco New Orleans (SFNO) and the Midwest District. Each District has an office or person assigned to handle communications needs. RELAN communications works closely with the Districts in order to collaborate on communications needs and serve the needs of the ministries, including bringing the story of the larger Lasallian world to the ministries and sharing the ministries' stories with the larger Lasallian world. Through interaction with the Region, Institute and District ministries, the Districts stay well-informed of initiatives at all three levels and can offer support to keep messaging aligned. The Districts each have their own communications priorities, and the Region supports the Districts with those efforts as requested, including supporting communications personnel in the ministries.

Regional Communications Team

The Regional Communications Team (RCT) is comprised of the communications personnel from the RELAN and District offices. The team formed in 2012 as a way to strengthen and streamline communications in RELAN, work together on communications projects, collaboratively respond to the communications needs of Lasallians, and foster relationships between communications personnel in the Region. The RCT meets via video conference approximately once a month with in-person meetings about once every year or so. The RCT keeps in contact mostly over email in between meetings.

One goal of the RCT is to maintain a wide perspective of communication initiatives and needs at the Institute, Regional, District and ministry levels. Having an overarching understanding of communication at many levels better enables the team to be most effective with efforts and help bring the global Lasallian mission to the local ministries. The RCT also collaborates on providing communications support for efforts that are not directly developed from the communications offices, but efforts which the offices support as needed, such as the promotion of vocations and supporting formation and education programs. The RCT intends to develop a formation plan for communications personnel in Lasallian ministries.

Lines of Communication

In order to effectively share the Lasallian story, we must consider what should be communicated, when and how it is communicated, and who is responsible for the communication. We should follow appropriate lines of communication in order to streamline communication and to be consistent in our approach. In most cases, stories that are shared are published at the discretion of the ministry/community, District, Region or Institute.

Example of news from a ministry/community:

Ministry/Community --- > District --- > Region --- > Institute

- A school announces a new principal: the school informs the District; the District informs the Region. (This type of news would likely not be shared for Institute publication since it would be considered local, however the Institute could choose to share the story.)

Example of news from a District:

District --- > Ministries/Communities and Region; Region --- > Institute

- A new Visitor is appointed: the District informs its ministries/communities and the Region; the Region informs Institute communications.

Example of news from the Region:

Region --- > District and Institute; District --- > Ministries/Communities

- Registration opens for a new Regional program: the Region informs the Districts; the Districts inform their ministries/communities.
- A new group of Lasallian Volunteers is announced: the Region informs the Districts and the Institute; the Districts inform their ministries/communities.

Example of news from the Institute:

Institute --- > Region --- > District --- > Ministries/Communities

- A new Circular or other publication is released: the Institute informs the Region; the Region informs the Districts; the Districts inform their ministries/communities.

Sharing news in a near-simultaneous fashion:

Oftentimes, these communications will happen simultaneously or a variety of ways. That is often unavoidable in terms of today's digitally connected world. In some cases, the Institute will post stories on its website from various RELAN sources that do not come directly from the RELAN office, the Region, Districts and ministries could learn about a new Institute publication on social media, or the Region will see a story on a ministry's social media and contact the District as needed. There is a need to remain flexible, while remembering to follow the lines of communication and defer to the office from which the news originates to handle the first release as often as possible.

Requests

As new resources are being developed, the Institute or Region will need to request information from a ministry for publications. For example, ideas or specific submissions are needed for *De La Salle Today*, the Regional magazine, or Institute publications, such as *Intercom*. For a Regional request, the Region would first request support from the District before contacting a ministry. For an Institute request, the Institute would contact the Region and the Region would contact the Districts.

Types of Communication

Guidance for several types of communication are offered in this plan: internal, external, crisis, public relations, and marketing and advertising. In all types of communication, it is important to remember to keep the message clear and adhere to the Lasallian style guide. While this plan is focused on communications in RELAN, communication may need to be modified to accommodate an international audience as needed.

Internal

For the purpose of this Regional plan, the internal audience is considered to be those in RELAN who are already familiar with the Lasallian mission. This includes, but is not limited to: Brothers; people who are currently serving in a Lasallian ministry; those no longer serving at (or retired from) a Lasallian ministry, but still engaged in the mission; those who have received letters of affiliation (AFSC) or benefaction (BFSC); young people (and their families) who are attending a Lasallian school or being served by a Lasallian ministry; and current donors and other supporters.

External

For the purpose of this Regional plan, the external audience is considered to be those in RELAN who are unfamiliar with or have limited knowledge of the Lasallian mission. This includes, but is not limited to: people who are new to a Lasallian ministry, either as a staff member, volunteer or someone who is being served by the ministry; young people (and their families) who are considering enrolling in a Lasallian school or attending a Lasallian ministry; those discerning their vocation in the Lasallian mission; potential exhibitors, speakers or sponsors for formation and education programs; potential donors and other supporters; the larger Catholic world; the larger educational world; and the media.

Crisis Communications

Handling crisis communications is often situational and needs to be dealt with on a case-by-case basis. When a crisis situation presents itself, the Region should be prepared to respond, either by presenting a response itself or deferring to a District or ministry, depending on the situation. A crisis could be defined as, but not limited to: a legal matter; accusation; tragedy, controversy or personnel issue tied to a ministry or individual; or financial matter. A crisis may not be directly linked to the Lasallian mission, but may warrant a response from Lasallians, such as a national or local tragedy (act of terror, large-scale accident, death of a student/staff member).

In any of these crisis situations, at the Regional office, the issue should be brought to the attention of the CBC director of communications, who should consult with the appropriate Regional leadership to determine the next steps. Any position statements or responses to a crisis should come from the Regional Conference of Christian Brothers (RCCB) on behalf of the Lasallian family. In these instances, Regional communications serves to share the message of the RCCB.

Public Relations

In our Region, the purpose of public relations is to share the story of the Lasallian mission and the positive impacts of its ministries. Public relations can be used to build or enhance the reputation of a Lasallian mission by sharing stories with media outlets through press releases and personal contact. Social media can also be considered public relations, especially when a story is shared on social media directly with a media outlet.

In RELAN, most public relations efforts are handled by the ministries directly. The Region and Districts should assist ministries in public relations efforts as requested. Discussions are continuing at the Regional and District levels on what role the Region and Districts should have in public relations.

Marketing and Advertising

Marketing and advertising are intended to boost the image of the Lasallian mission. Most of these efforts are handled by the ministries directly, with help from the Region or Districts as requested. The Region designs and places ads each year in national or local publications as appropriate to promote the Lasallian mission, its heritage and its ministries. Regional communications also assists with promoting programs and events of the Office for Lasallian Education at Christian Brothers Conference and Regional vocations efforts. Discussions are continuing at the Regional and District levels on what role the Region and Districts should have in the marketing and advertising of the Lasallian mission.

Tools for Communication

The communications offices for the Region and Districts utilize a number of communications tools to reach various audiences. These tools include, but are not limited to: websites, e-newsletters/email, social media, printed mail, magazines, newsletters, publication of books and related materials, advertising, videos, webinars/video conferencing and press releases. New tools should be developed as the needs arise.

Dual Language Region

The official languages of RELAN are English and French. Working with the Francophone Canada District, the Regional office should provide as many resources in French as needed/requested. With a number of RELAN ministries serving Spanish-speakers, care should be taken to offer resources in Spanish as needed/requested. Additionally, as requested or depending on the content of the material produced, RELAN should provide resources in the official languages of the Institute (English, French and Spanish). In materials that are provided for audiences who are not native English speakers, standard English should be used, meaning writing should be free of slang, contractions, local sayings, etc.

Telling the Lasallian Story Consistently

Lasallian Glossary and Acronyms

There are many terms and acronyms used in RELAN that are unique to the Lasallian family. The glossary and acronyms guide include explanations of popular terminology used at the Region and Institute levels. This is not an exhaustive list and is subject to updates. Some terms may not apply to all RELAN Districts and some Districts may have additional terms or varied styles of terms listed.

See glossary on page 8 and acronyms list on page 18.

Lasallian Style Guide

In referencing aspects of the Lasallian mission, certain guidelines are in place to maintain consistency. The Lasallian Style Guide offers general guidelines for style used in RELAN. It is subject to modification as the need arises.

See Lasallian Style Guide on page 20.

Lasallian Education Brand

RELAN adopted the Lasallian education brand in 2011 to educate Lasallians on the heritage of the mission, develop a common language, and highlight how Lasallian education is different from other quality, Catholic education. The brand serves as an opportunity to tell a unified story about Lasallian education internally and externally. The brand includes a visual identity, signature and unifying statement, narrative, promise and list of five qualities of Lasallian education. RELAN supports the promotion of the brand and encourages ministries to implement it. The brand guide is being updated in 2018.

Plan Review

This plan is to be reviewed yearly by the communications personnel in RELAN and its Districts. It should be updated as needed.

Contacts

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www.flickr.com/photos/lasalle_org

picasaweb.google.com/114952324193147523081

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Lasallian Glossary

This glossary defines many terms used in RELAN that are unique to the Lasallian family. This is not an exhaustive list and is subject to updates. Some terms may not apply to all RELAN Districts, and some Districts may have additional terms or varied styles of terms listed.

Animator: someone responsible for making known in their ministry the essential elements of the Lasallian tradition.

Apostolate: the kind of work to which the Church through its various agencies sends people and institutions on mission.

Aspirant: a man who is considering, usually in a non-residency program, whether or not he is called by God to become a Brother of the Christian Schools.

Assembly: name for a convention held for Brothers and Partners from the Region, District or more locally.

Association: the central vow of the Brothers of the Christian Schools by which they promise to associate themselves for the service of the poor through education. The term also describes a present-day movement of Lasallians committed to the mission.

Associative Group: Lasallians who gather based on geographic area to deepen their connections as an educational community in order to better serve their ministries and students.

Auxiliary Visitor: a Brother nominated by the Visitor and appointed by the Superior General to assist the Visitor and substitute for him in his absence. Also known as Auxiliary Provincial or Assistant Provincial.

Brother: title given to vowed religious of the Brothers of the Christian Schools. Comparable to titles such as "Sister," "Father," "Reverend." Commonly used in other religious orders to denote a vowed religious who is not an ordained priest. The official religious habit worn by Brothers throughout the world, especially on formal occasions, but replaced by other approved apparel in various locales, is a black robe with a white "bib" called a "rabat."

Brother Charles Kitson Institute for Formation of Lasallian Volunteers: an intentional formative experience for new and returning Lasallian Volunteers, which focuses on the key areas of faith, service and community. The formation program is named in honor of Brother Charles Kitson, FSC, (1949-2016), who was a champion of inviting young people to engage in the Lasallian mission.

Brother John Johnston Institute of Contemporary Lasallian Practice: a two-year formation program focused on deepening participants' understanding of Saint John Baptist de La Salle's story and vision, Lasallian pedagogy, and the Lasallian promotion of justice and Lasallian spirituality. It utilizes contemporary texts to inform and influence current and future Lasallian practice. This program of the Office for Lasallian Education at Christian Brothers Conference began in 2014 and is named after Brother John Johnston, FSC, (1933-2007), former Superior General of the Brothers of the Christian Schools. It replaced the former Lasallian Leadership Institute.

Brothers of the Christian Schools: the English translation of “Fratres Scholarum Christianarum,” the official name of the religious institute founded by Saint John Baptist de La Salle. Familiar references to members of this Institute are “De La Salle Christian Brothers” or “Christian Brothers.”

Brothers’ Formation: the initial formation of a Brother typically consists of a year or two of postulancy, a year of novitiate, and five to eight years of temporary (annual) profession of vows. After he professes perpetual (final) vows, he continues his formation through the entirety of his life.

Buttimer Institute of Lasallian Studies: an intensive formation program held for two weeks each summer over three consecutive years to study the life, work and spirituality of Saint John Baptist de La Salle and the origins of the Lasallian mission. Started in 1984, Buttimer is named in honor of Brother Charles Henry Buttimer, FSC, (1909-1982), the first American Superior General of the Brothers of the Christian Schools. It is a program of the Office for Lasallian Education at Christian Brothers Conference.

Canon Law: the Code of Canon Law (1983) contains some 1680 canons, or official regulations, governing Roman Catholic cardinals, bishops, priests, Brothers, Sisters, institutes, laity, parishes, schools, sacraments, etc.

Canonical: an adjective used to describe any person or action that conforms to the requirements of Canon Law, such as a Visitor or a formal visitation.

Capitulant: a person who attends a gathering, such as a General Chapter, not by election, but rather as a representative who was appointed or is attending by right of office. See delegate.

Charism: a grace or spiritual gift given to those in apostolic or missionary work in the service of others; e.g., the gifts of preaching, prophecy and healing are charisms; the term is sometimes applied to entire institutes as well as to individuals.

Christian Brothers Conference (CBC): the office for the Lasallian Region of North America (RELAN). Based in Washington, D.C., CBC collaborates with the Districts, schools and ministries in RELAN to convene and engage Lasallians in mission through formation programs, educational programs, advocacy, and a variety of services and resources designed to promote the Lasallian mission. CBC includes the General Councilor, the Office for Lasallian Education, Lasallian Volunteers, the Office of Lasallian Vocation Ministry, and support services, including staff in communications, development, finances and programs and events. CBC is led by the General Councilor, director of administration and executive director of the Office for Lasallian Education.

Christian Brothers of the Midwest (Midwest District): one of the four Districts in the Lasallian Region of North America. The Midwest District was established 1995 with the combining of the Chicago, St. Louis and Winona Districts. In 2018, it includes three universities, 13 high schools, four San Miguel schools, four retreat centers, and two publishing houses. The ministries are located in Illinois, Minnesota, Missouri, Tennessee, Oklahoma, Montana and Ohio.

Christian Brothers Major Superiors (CBMS): a not-for-profit [501(c)(3)] civil corporation formed for the purpose of the following: to further and promote the religious, spiritual and educational activities and welfare of the Brothers of the Christian Schools; to further and promote the Lasallian mission; to foster collaboration between Districts and among members of those Districts and corresponding offices of those Districts; to provide Lasallian education and mission formation programs; and to

provide a liaison with the general administration of the Institute of the Brothers of the Christian Schools and with the rest of the Institute.

Community: a religious community is a canonically recognized group of people belonging to a religious institute and living in the same residence according to the rule of that institute. The building or residence is often called the community. Sometimes the word “community” is extended to mean the whole institute.

Contact: a man who indicates an interest in becoming a Brother of the Christian Schools and with whom the Brothers remain in contact as he discerns his life’s vocation.

Council (or Councilors): the group or members of the group of Brothers who are elected to or appointed to advise the Brother Superior (General Council) or the Brother Visitor (District Council). Other councils are formed for specific purposes, like a District council or mission council.

Declaration: “The Brother of the Christian Schools in the World Today: A Declaration” (Declaration) was published by the 39th General Chapter in 1967 to address in contemporary language the central dimensions of the Brother’s vocation, namely, fidelity, vision and mission.

Delegate: the Brother appointed by the Superior General to represent him in governing a Delegation of the Institute. Delegate is also used to describe a person elected to participate in a gathering, such as a General Chapter. See capitulant.

Delegation: a group of Brothers living in a certain geographic area under the authority of the Superior General, who appoints his Delegate to administer the Delegation. There may be a local coordinator known as the President of the Delegation. A Delegation is smaller than a District. There are no Delegations in the Lasallian Region of North America.

Director: the local religious superior of a community with terms limited by Canon Law or by the *Rule*.

District: a geographical area that is an official, canonical, administrative unit in the Institute under the direction of a Visitor. There are four Districts in the Lasallian Region of North America: Eastern North America, Francophone Canada, Midwest and San Francisco New Orleans.

District Chapter: a policy shaping body of Brothers elected to nominate Visitors and to formulate legislative acts adapting the *Rule* to local conditions; the body normally meets when the Brother Visitor is about to complete his term of office.

District Chapter Acts: legislative acts or directives coming forward from a District Chapter.

District of Eastern North America (DENA): one of the four Districts in the Lasallian Region of North America. Established in 2009, DENA is a combination of the former Districts of Baltimore, Long Island-New England and New York. In 2018, DENA includes more than 30 colleges/ universities, secondary, middle and San Miguel schools, youth and family services agencies and other ministries located in Florida, Maryland, Michigan, New Jersey, New York, Pennsylvania, Rhode Island, Washington, D.C., and in Ontario, Canada, and Jamaica, West Indies.

District of Francophone Canada: one of the four Districts in the Lasallian Region of North America. Established in 1992, Canada Francophone (in French) is a combination of these former Districts: District de Québec, District de Montréal, District de Trois-Rivières and District d'Ottawa. In 2018, the ministries in the District of Francophone Canada include Centre Notre-Dame de La Rouge and Villa des Jeunes, both retreat centers, and Centre lasallien St-Michel, a non-formal education center. All are located in Québec.

District of San Francisco New Orleans (SFNO): one of the four Districts in the Lasallian Region of North America. Established in 2014, SFNO combined the former Districts of San Francisco and New Orleans-Santa Fe. In 2018, SFNO includes 21 middle, secondary and post-secondary educational ministries located in Arizona, California, Colorado, Louisiana, New Mexico, Oregon, Texas and Washington, and an education center in Tijuana, Mexico.

Formation: an expression for the training and education by a religious institute of its members and partners.

Formator: a person who is appointed to organize and provide formation.

Founder: Saint John Baptist de La Salle, a priest born in Rheims, France, April 30, 1651, who in 1680 founded Christian schools for the education of poor children and a religious congregation of laymen called the Institute of the Brothers of the Christian Schools. He died on April 7, 1719, and was canonized a saint of the Catholic Church on May 24, 1900. On May 15, 1950, Saint La Salle was proclaimed Patron of All Teachers of Youth by the Catholic Church.

General Chapter: conducted every seven years at the Generalate in Rome, the General Chapter is responsible for the whole Body of the Institute and is held to undertake a periodic evaluation of the life of the Institute, to provide for its continuing adaptation and renewal, and to set out the main guidelines for future action. In addition, the Chapter elects the Superior General, Vicar General and the General Councilors. It has the power to take all suitable legislative and administrative measures that concern the establishments and members of the Institute (*Rule*, 112).

General Council: the leadership of the Institute of the Brothers of the Christian Schools comprised of the Superior General, the Vicar General and General Councilors. In 2018, there are seven General Councilors, five with responsibility for the regions, and two with specific responsibilities.

General Councilor: a Brother elected or appointed to assist the Superior General and the Vicar General in administering the work of the Institute. At the 45th General Chapter in 2014, Brother Timothy Coldwell, FSC, was elected General Councilor for the Lasallian Region of North America.

Generalate: the headquarters of the Institute of the Brothers of the Christian Schools in Rome, often called the Center of the Institute or by its Italian name, Casa Generalizia.

Huether Lasallian Conference: an annual gathering of educators in the Lasallian Region of North America that focuses on innovative educational issues. It started in 1973 as a workshop organized by Brother Francis Huether, FSC, (1913-2000), and was later given his name. Huether is organized by the Office for Lasallian Education at Christian Brothers Conference.

Initial Formation: a time in the formative process of the Brothers' vocation that includes the postulancy, novitiate and a period of temporary vows.

Institute of the Brothers of the Christian Schools: founded by Saint John Baptist de La Salle and approved by Pope Benedict XIII in 1725, an institute of pontifical right, composed exclusively of lay religious. The term “Institute” is more accurate than the terms “congregation” and “order.”

Intercapitular: a meeting of visitors and auxiliary visitors held at the Generalate between two General Chapters, which take place every seven years. The meeting provides an opportunity to evaluate how directives from the General Chapter have been implemented throughout the Institute and to make provisional plans for the following chapter.

International Association of Lasallian Universities (IALU): a network of Lasallian higher education institutions around the world that supports the Lasallian mission and offers opportunities for collaboration, research and exchange between member institutions.

International Council for Association and the Lasallian Educational Mission / Conseil International pour l’Association et la Mission Éducative Lasallienne (CIAMEL): a deliberative and collaborative body of Brothers and Partners representing the worldwide Institute, established for the animation and direction of all existing and future educational programs that embody the Lasallian mission.

International Council of Young Lasallians (ICYL): comprised of one member for each of the five Regions of the Institute, along with the International Coordinator for Young Lasallians. The ICYL is responsible for encouraging the unity of the Young Lasallians movement and implementing common projects based on a common vision.

International Lasallian Center / Centro Internazionale Lasalliano (CIL): a program of Lasallian formation conducted at the Generalate in Rome, and occasionally in the Regions, in which Brothers, Lasallian Sisters, and Partners from around the world participate. The length of each CIL program varies from one month to nine months.

International Lasallian Cooperation Service / Service de Coopération Lasallienne Internationale (SECOLI): established by the 39th General Chapter (1966-67), SECOLI coordinates the support of Districts to fragile sectors of the Institute. SECOLI’s goal is to advance the strategic plans of developing sectors of the Institute as they move towards both responsibly fulfilling their Lasallian mission and achieving self-sufficiency.

International Lasallian Studies Session / Session internationale d’études lasalliennes (SIEL): a program of the Institute’s Lasallian Research and Resources Service in which Brothers and/or Partners are accompanied in developing basic competence in Lasallian research, with the goal of producing Lasallian studies and the dissemination of those publications both inside and outside of the Lasallian family.

La Salle International Foundation: a USA-based development foundation that supports global Lasallian needs, particularly in the areas of education, health and human services. In critical times, it also provides emergency support for humanitarian relief.

Lasallian: an adjective that describes the spirituality and the educational approach of Saint John Baptist de La Salle and the mission, as well as any ministry or movement associated with the Institute of the Brothers of the Christian Schools. The word is also used as a noun, singular or plural, to describe those people who are involved in continuing the charism in Lasallian ministries.

Lasallian Association of Colleges and Universities (LACU): an association of Lasallian colleges and universities in the Lasallian Region of North America that provides a forum for interaction and collaboration between the institutions.

Lasallian Association of Secondary School Chief Administrators (LASSCA): an association of chief administrators, generally presidents, principals and board chairs, of secondary schools in the Lasallian Region of North America that fosters a cooperative spirit among administrators and provides a forum for discussion.

Lasallian Education Council (LEC): a structure of shared responsibility for the Lasallian mission among the Brothers and Partners in the Lasallian Region of North America. Established by the Regional Conference of Christian Brothers in 2011, the LEC is responsible for the oversight of mission formation/education programs and the expansion of mission-related activities and ministries.

Lasallian Family: a term used to refer collectively to those who participate in the Lasallian mission, especially those who follow in the path of sharing the spirit and mission of Saint John Baptist de La Salle.

Lasallian Leadership Institute (LLI): a former formation program that educated Lasallians on how to become more effective leaders and catalysts for the furtherance of the Lasallian heritage in their communities. LLI was a program of Christian Brothers Conference that served Lasallians from 1997-2012. It was replaced by the Brother John Johnston Institute of Contemporary Lasallian Practice in 2014.

Lasallian Partner: see "Partner."

Lasallian Publications Committee (LPC): formed in 2016, the purpose of the LPC is to determine what kind of publications are needed and how to make them accessible to: academic and research efforts; education and evangelization efforts; growth and formation of individuals and educational communities; and external audiences.

Lasallian Region of North America / Région Lasallienne de l'Amérique du Nord (RELAN): one of the five Regions in the Institute of the Brothers of the Christian Schools. Established in 2012, RELAN includes the Districts of Eastern North America, Francophone Canada, Midwest and San Francisco New Orleans.

Lasallian Social Justice Institute (LSJI): a formation program meant to ground Lasallians experientially, practically and spiritually in the Church's option for the poor and in Lasallian association for the educational service of the poor. LSJI is a program of the Office for Lasallian Education at Christian Brothers Conference.

Lasallian Volunteers (LV): a program in the Lasallian Region of North America that provides dedicated, well-trained volunteers for one or two years of service in mainly Lasallian schools and agencies, serving some of the neediest communities across the United States.

Lasallian Youth: an international movement and formation program which empowers students to be examples of faith, service and community through mission experiences, retreat programs, social justice education and service-learning opportunities.

Letters of Affiliation (AFSC): a person formally honored by the Institute of the Brothers of the Christian Schools for having served the Lasallian mission in an extraordinary way. The affiliated member may use the initials "AFSC" after his or her name.

Letters of Benefaction (BFSC): a person formally honored by the Institute of the Brothers of the Christian Schools for important services rendered to the Lasallian mission. He or she may use the initials "BFSC" after his or her name.

Midwest District: see Christian Brothers of the Midwest

Ministry: in general, ministry is the carrying out of an ecclesial mission according to a charism recognized by the Church. In some English-speaking countries, "ministry" is also used to refer to works or educational centers, including the particular functions that people carry out in educational works.

Mission (also Lasallian mission): from the Latin root meaning "send," the term includes the various works or apostolates to which the Church sends people and institutions. The purpose of the Lasallian mission is "to give a human and Christian education to the young, especially the poor, according to the ministry which the Church has entrusted to it."

Novice: a man in the Brothers vocation program who has completed the postulancy phase and enters the novitiate. A novice receives a Brother's robe and undertakes a yearlong formation program prior to taking first (temporary) vows and proceeding with further academic and pedagogical training. The term is used similarly in other institutes of consecrated women and men.

Novitiate: a yearlong experience for men who are discerning their vocation as Brothers of the Christian Schools that gives them a chance to deepen one's formation. The RELAN Novitiate is located in Chicago, Illinois.

Office for Lasallian Education (OLE), Christian Brothers Conference: Guided by the Lasallian Education Council (LEC), the Office for Lasallian Education provides formation and education programs to serve Lasallians in the Lasallian Region of North America. OLE is led by an executive director, who oversees the work of the OLE in creating, operating and evaluating Regional formation programs, as well as working to implement the strategic priorities established by the LEC.

Partner: the most common and preferred term used to describe people who are co-workers, associates or colleagues of the Brothers in their ministries.

Perpetual Profession: See vows

Postulant: a candidate in the first stage of initial formation who discerns his vocation while sharing in the community and apostolic life of the Brothers of the Christian Schools. The postulancy stage precedes the novitiate.

Provincial: a title synonymous with the animation and leadership role of Visitor.

Provincialate: the official name of the offices where the Visitor, Auxiliary Visitor and their staffs work. It also refers to the community in which the Provincial (Visitor) resides.

Rabat: (pronounced ruh-bah) the two-piece white collar that is part of the Brothers' habit/robe.

Region: a geographical area officially designated as a union of several Districts in the Institute, generally selected on the basis of contiguity and common languages. In 2018, there are five Regions in the Institute: Pacific-Asia Regional Conference (PARC), Région Lasallienne Afrique-Madagascar (RELAF), Région Lasallienne Europe-Méditerranée (RELEM), Región Latinoamericana Lasallista (RELAL), and Région Lasallienne de l'Amérique du Nord / Lasallian Region of North America (RELAN). See "Lasallian Region of North America."

Regional Communications Team (RCT): comprised of the communications personnel from the Lasallian Region of North America (RELAN) and District offices. Established in 2012 as a way to strengthen and streamline communications in RELAN, the team works together on communications projects, collaboratively responds to the communications needs of Lasallians, and fosters relationships between communications personnel in the Region.

Regional Council of Christian Brothers (RCCB): comprised of Brother Visitors and Auxiliary Visitors from the Districts of the Lasallian Region of North America for collective communication, cooperation and collaboration.

Regional Council of Young Lasallians (RCYL): follows the direction of the International Council of Young Lasallians to promote furthering the mission with young Lasallians in the Lasallian Region of North America by providing formation and education opportunities, along with resources and support. See "Young Lasallians."

Regional Education Advisory Committee (REAC): serves in an advisory capacity for the Office for Lasallian Education at Christian Brothers Conference. REAC includes members from the mission and education staffs in the District of Eastern North America, the Midwest District and the District of San Francisco New Orleans.

Regional Finance Committee (RFC): serves in an advisory capacity to Christian Brothers Major Superiors and includes representatives from the District of Eastern North America, the Midwest District and the District of San Francisco New Orleans, along with the director of administration for Christian Brothers Conference.

Regional Novitiate Postulancy Committee (NPC): an advisory committee to the Regional Conference of Christian Brothers (RCCB). The NPC advises the Visitors in their determination of policies and curricula for the Regional postulancy and novitiate programs. The NPC keeps the RCCB, the Regional Vocation Formation Committee and the Districts informed on all matters concerning both programs.

Regional Vocation Formation Committee (RVFC): an advisory committee to the Regional Conference of Christian Brothers that provides leadership, programs and mutual support in the Lasallian Region of North America in the areas of vocation ministry, initial formation and continuing formation.

Rule: a canonically approved set of articles (constitutions and statutes) pertaining to the mission, duties and practices that the Brothers throughout the world adapt locally as directives for their communities and Districts. The *Rule of the Brothers of the Christian Schools* was revised in 2015 based on the modifications made to the 1987 version at the 45th General Chapter in 2014 following several years of work by commissions.

Secretariats and Services: at the Generalate in Rome, the Secretariats and Services are organized to help the Brother Superior General and his Council in the government and animation of the Institute. There are three secretariats: Association and Mission, Formation, and Solidarity and Development. There are two services: Lasallian Research and Resources; and Communications and Technology.

Sector: a geographic area within a District that is made up of communities and ministries that share similarities in language, history or culture. There are no Sectors in the Lasallian Region of North America.

Shared Mission: adopted by the 41st General Chapter in 1993 to refer to Brothers and Partners sharing responsibility for the Lasallian mission. Today, “association for mission” refers to those who identify themselves as the sons and daughters of John Baptist de La Salle participating in the saving work of education and evangelization.

Signum Fidei: a Latin expression meaning “Sign of Faith,” symbolized by a five-pointed star and incorporated into the seal of the Institute of the Brothers of the Christian Schools as well as many Lasallian schools and organizations. It is also the name of an organization of lay Lasallian associates that was established in 1976.

Superior General: the highest officer of the Institute with canonical rights and duties. He works and resides at the Generalate in Rome and is assisted by a Vicar and Councilors. At the 45th General Chapter in 2014, Brother Robert Schieler, FSC, former General Councilor for the Lasallian Region of North America (2007-2014), was elected Superior General.

Twinning: an Institute initiative that encourages Districts that are financially able to aid those most in need. In the Lasallian Region of North America, the school-to-school twinning program pairs RELAN schools with ministries in the Lwanga District of Africa (Kenya, Nigeria, Eritrea, Ethiopia and South Africa) in order for the RELAN schools to financially assist the Lwanga ministries and to connect students to help them build relationships as members of the Lasallian family.

VEGA: an Italian acronym for the words *Vedere, Giudicare, Agire* meaning “See, Judge, Act.” It is the name of gatherings of Young Lasallians that take place throughout the world with the goals of fostering the growth of the Young Lasallian movement, providing formation, and strengthening networking.

Vicar General: the second highest officer of the Institute. At the 45th General Chapter in 2014, Brother Jorge Gallardo de Alba, FSC, was elected Vicar General.

Visitor: the Religious Superior of a District, also called Provincial, and having canonical rights and duties.

Vocation: a call from God that individuals experience to live as a responsible baptized person. An individual’s call or vocation may be to a particular expression of that baptism, as a member of a religious institute, to single or married life, and/or to a particular profession.

Vocation Director/Team: the Brother(s) and Partner(s) who lead a District program for fostering a culture of vocations that invites young men and women to properly discern their calling in life. They focus especially on inviting and accompanying men interested in the Brothers’ way of life in their discernment process.

Vows: the deliberate, free and public promises to God made by the Brothers. The first and central vow is that of association for the educational service of the poor. They also take a vow of stability in the Institute. The traditional vows of obedience, chastity and poverty flow from association and stability to express their religious consecration for the glory of God. The Brothers express this consecration, first by temporary and then by perpetual profession. First vows and annual (or temporary) vows are terms that respectively describe vows taken for a single year at the end of the novitiate, and vows taken for a single year which are renewable on an annual basis until the time for perpetual profession (generally after five years of annual vows).

Young Lasallians: an international movement, promoted by the International Council of Young Lasallians, keeping young people (typically ages 16 to 35) engaged in the Lasallian mission through faith sharing, service of the poor through education, and community building. Young professionals, young alumni, young Brothers, Lasallian youth, Lasallian collegians and Lasallian Volunteers are among those who are considered to be young Lasallians.

This glossary is based on an original compilation by Brother Brendan Kneale, FSC, (1919-2018), which was revised by the District of San Francisco New Orleans in April 2017. It was revised by Christian Brothers Conference, in collaboration with RELAN Districts' communications offices, in 2018.

Lasallian Acronym Guide

This guide defines many acronyms used in RELAN that are unique to the Lasallian family. This is not an exhaustive list and is subject to updates. Some terms may not apply to all RELAN Districts, and some Districts may have additional terms or varied styles of terms listed.

AFSC	Affiliated Fratres Scholarum Christianarum (Brothers of the Christian Schools)
BFSC	Benefactor Fratres Scholarum Christianarum (Brothers of the Christian Schools)
BIF	Brothers in Initial Formation
CBC	Christian Brothers Conference
CBEBT	Christian Brothers Employee Benefit Trust
CBIS	Christian Brothers Investment Services
CBMS	Christian Brothers Major Superiors
CBS	Christian Brothers Services
CIAMEL	Conseil International pour l'Association et la Mission Éducative Lasallienne / International Council for Association and the Lasallian Educational Mission
CIL	Centro Internazionale Lasalliano / International Lasallian Center
CMSM	Conference of Major Superiors of Men
DENA	District of Eastern North America
FC	District of Francophone Canada
F.É.C.	Frères des Écoles chrétiennes (Brothers of the Christian Schools)
FSC	Fratres Scholarum Christianarum (Brothers of the Christian Schools)
IALU	International Association of Lasallian Universities
ICYL	International Council of Young Lasallians
LACU	Lasallian Association of Colleges and Universities
LACU-MO	Lasallian Association of Colleges and Universities – Mission Officers
LASSCA	Lasallian Association of Secondary School Chief Administrators
LAYFS	Lasallian Association of Youth and Family Services
LEC	Lasallian Education Council
LPC	Lasallian Publications Committee
LSJI	Lasallian Social Justice Institute
LV	Lasallian Volunteer
OLE	Office for Lasallian Education, Christian Brothers Conference
MW	Christian Brothers of the Midwest (Midwest District)
NPC	Regional Novitiate Postulancy Committee
PARC	Pacific-Asia Regional Conference
REAC	Regional Education Advisory Committee
RCCB	Regional Conference of Christian Brothers
RCT	Regional Communications Team
RCYL	Regional Council of Young Lasallians
RELAF	Région Lasallienne Afrique-Madagascar (Africa)
RELAL	Región Latinoamericana Lasallista (Latin America)
RELAN	Région Lasallienne de l'Amérique du Nord / Lasallian Region of North America
RELEM	Région Lasallienne Europe-Méditerranée (Europe)
RFC	Regional Finance Committee
RVFC	Regional Vocation Formation Committee

SECOLI	Service de Coopération Lasallienne Internationale / International Lasallian Cooperation Service
SFNO	District of San Francisco New Orleans
SIEL	Session internationale d'études lasalliennes / International Lasallian Studies Session
VEGA	Italian acronym for <i>Vedere, Giudicare, Agire</i> ("See, Judge, Act")
YL	Young Lasallians

Lasallian Style Guide

This style guide details proper use of certain language used in RELAN that is unique to the Lasallian family. This is not an exhaustive list and is subject to updates. Some language may not apply to all RELAN Districts, and some Districts may have additional terms/phrases or varied styles of those listed.

The Institute of the Brothers of the Christian Schools and the De La Salle Christian Brothers

Several references are acceptable to what is formally called the Institute of the Brothers of the Christian Schools and its members, the De La Salle Christian Brothers. Choice of use often depends on audience. In RELAN, the preferred term for referencing members of the Institute is De La Salle Christian Brothers.

Using De La Salle Christian Brothers is preferred in external use. Christian Brothers or Brothers are more common for internal or informal use, especially after the first reference of De La Salle Christian Brothers, as needed. For example:

The De La Salle Christian Brothers opened a new school.

Four Christian Brothers will teach at the school.

The Brothers led the new faculty in prayer.

The Institute of the Brothers of the Christian Schools is the official name of the religious institute founded by Saint John Baptist de La Salle. When referring to the Institute, on first reference, the full name is used. If succeeding references are needed, write Institute with a capital "I." On first reference to an external audience that is ecclesial, the preference is to use De La Salle Christian Brothers with Institute of the Brothers of the Christian Schools or Brothers of the Christian Schools in parentheses, as shown in the example below.

The De La Salle Christian Brothers (Institute of the Brothers of the Christian Schools) are passionate about carrying on the mission of their founder, Saint John Baptist de La Salle.

Founder

Saint John Baptist de La Salle

Saint John Baptist de La Salle is correct and is the preferred term when referring to the Founder. The "d" in "de" is never capitalized in this usage. "Saint" is generally spelled out, but if space is limited, "St." may be used. Consistency should be maintained throughout your materials.

In shortening the Founder's name, the following uses are acceptable:

- Saint La Salle or St. La Salle
- De La Salle
- La Salle

Note: Some ministries use various styles. In those cases, use the style of the ministry that you are referencing. For example, DeLaSalle High School in Minneapolis does not use spaces.

Spell all words in their English form; do not use Jean or Baptiste. If the context calls for the French version, use Saint Jean-Baptiste de La Salle.

When referring to De La Salle as a founder in a general way, spell “founder” in lowercase. When using “Founder” as a title and as a proper noun, capitalize the first letter. For example:

The founder of the De La Salle Christian Brothers is Saint John Baptist de La Salle.
The Founder is regarded as a model by all Lasallians.

Brothers

Brother

Always capitalize Brother, both for general reference and as the title of a specific Brother. For example:

At the liturgy, three Brothers read the prayers of intercession. The first to speak was Brother John Doe, FSC.

Brother may be spelled out in full or abbreviated as “Bro.” or “Br.” Christian Brothers Conference uses Brother or Bro., but both Bro. and Br. are acceptable depending on the preference of the District. Use “Brother” on first reference before using an abbreviated version.

When writing out a list of Brothers containing three or more names, do what is clearest and least obtrusive according to the style in which you are writing. For example:

Brother Frederick Smith, FSC, Brother Joseph Jones, FSC, and Brother Robert Brown, FSC, were among the guests.

or

Brothers Frederick Smith, Joseph Jones, and Robert Brown were among the guests.

Use a Brother’s full name on first reference. In succeeding references to the same Brother, use only the first name. For example:

Brother Robert Jones, FSC, spoke to families. Brother Robert’s remarks were well received.

FSC, AFSC, BFSC

FSC, (*Latin*: Fratres Scholarum Christianarum) which follows a Brother’s name, is written without periods and enclosed in commas. For example:

Brother Joseph Jones, FSC, is the new principal of La Salle High School.

AFSC, which is given to a person who has received Letters of Affiliation from the Institute of the Brothers of the Christian Schools, is written without periods and enclosed in commas. For example:

Mr. William Doe, AFSC, spoke to students.

BFSC, which is given to a person who has received Letters of Benefaction from the Institute of the Brothers of the Christian Schools, is written without periods and enclosed in commas. For example:

Mrs. Mary Smith, BFSC, visited the school.

Superior General

Superior General refers to the leader of the Institute. Superior General is always capitalized. The following examples are acceptable references. For example:

First reference:

Brother Superior General Robert Schieler, FSC, released a new pastoral letter.

Brother Superior Robert Schieler, FSC, released a new pastoral letter.

Brother Robert Schieler, FSC, Superior General, released a new pastoral letter.

Second reference:

The Brother Superior released the letter on Monday.

Brother Robert released the letter on Monday.

General Councilor, Council

General Councilor refers to a member of the Superior General's General Council. General Councilor and Council are always capitalized. For example:

General Councilor Brother Timothy Coldwell, FSC, serves on the General Council.

General Councilor Brother Timothy Coldwell, FSC, serves on the Council.

Visitor, Auxiliary Visitor

Visitor and Auxiliary Visitor reference leadership in Districts. They should be capitalized in all uses. Provincial can be used in place of Visitor for certain audiences as deemed appropriate. For example:

The letter was signed by Brother Visitor Joseph Jones, FSC.

Novitiate, Novice, Postulant, Aspirant, Contact

The novitiate is a yearlong experience for men who are discerning their vocation as Brothers of the Christian Schools. When referencing the novitiate in the Lasallian Region of North America, using "RELAN Novitiate" is acceptable. In general references, novitiate should be lowercase.

The terms novice, postulant, aspirant and contact refer to men in various stages of formation. Each should be lowercase. For example:

Five novices are in the RELAN Novitiate. The novitiate year gives them the opportunity for discernment.

Geography

Region

When used in reference to a particular geographic area of the Institute, the term “Region” is always spelled with an initial capital letter to distinguish it from the generic term “region.”

The Lasallian Region of North America is a dual-language Region. Depending on audience, the Lasallian Region of North America, Région Lasallienne de l’Amérique du Nord, or the Lasallian Region of North America/Région Lasallienne de l’Amérique du Nord are all acceptable. Spell it in full on the first reference. In subsequent uses in English or French, “RELAN” is acceptable.

The Lasallian Region of North America (RELAN) includes the United States and Canada. RELAN has four Districts. The Region was established in 2012.

District

“District,” in reference to an area of governance in the Institute, is always spelled with a capital “D.” For example:

The Lasallian Region of North America includes four Districts.

Lasallian

Lasallian

Lasallian is an adjective that describes the spirituality and the educational approach of Saint John Baptist de La Salle and the mission, as well as any ministry or movement associated with the De La Salle Christian Brothers. The word is also used as a noun, singular or plural, to describe those people who are involved in continuing the charisma in Lasallian ministries. Lasallian is correct. LaSallian, La Sallian or other variations are incorrect. For example:

Lasallians gathered to plan for the future of the Lasallian mission.

Lasallian Mission / Lasallian Education

The purpose of the Lasallian mission is to give a human and Christian education to the young, especially the poor, according to the ministry which the Church has entrusted to it. References to mission should be in lowercase. The same rule applies for Lasallian education. For example:

The students embraced the Lasallian mission.
School leaders gathered to discern their roles in Lasallian education.

Lasallian Volunteers

Lasallian Volunteers is a program in the Lasallian Region of North America that provides dedicated, well-trained volunteers for one or more years of service in mainly Lasallian schools and agencies, serving some of the neediest communities across the United States. On first reference, use Lasallian Volunteers. On second reference to the young people who are serving, volunteer, volunteers, LV or LVs are all acceptable as appropriate. When referring to the program, use LV. For example:

Lasallian Volunteers (LV) welcomed 40 LVs for the new service year. Ten of the volunteers are serving for a second year.

Partner

The term “Partner” in Lasallian terminology is spelled with an initial capital letter. For example:

There are 200 Partners in the room.

For Prayers

Let Us Remember ...

As Lasallians, we begin and end our prayers by remembering that we are in the holy presence of God. This is usually done in the style of a call from the prayer leader and a response from the participants. Styles vary throughout the Lasallian world. The preferred style in RELAN is:

To begin a prayer:

Let us remember that we are in the Holy Presence of God.

**Note: “Let us remember” is often spoken by the prayer leader, with “that we are in the Holy Presence of God” being the response. Another variation is the full sentence being spoken by the prayer leader.*

To end a prayer:

Saint John Baptist de La Salle ... Pray for us.

Live Jesus in our hearts ... Forever!

The Regional Conference of Christian Brothers approved this communications plan, including the glossary, acronym guide and style guide, on January 23, 2018.

Logo for the Lasallian Region of North America

Introduction

The Regional Conference of Christian Brothers (RCCB) for the Lasallian Region of North America (RELAN) approved a RELAN logo and its variations at its meeting April 24, 2018. The RELAN logo is not intended to replace any existing logos. It is to be used when representing the Region. The RELAN logo is a customized version of the logo used by the Institute of the Brothers of Christian Schools, which was introduced in 2012 as a unifying logo to be used throughout the Lasallian world to connect the global network. Customized versions of the logo are now being used by the other four other Regions of the Institute, along with a number of Districts and initiatives worldwide. The RELAN logo was created using the guidelines established by the Institute.



Logo Use

The RELAN logo should be used when referencing the Region. For example, it would appear in certain materials linked to the Region as a whole, such as a Regional gathering or communication on behalf of the Region, or when connecting RELAN to the larger Lasallian world. The RELAN logo is not meant to replace the Lasallian education logo, which is the visual identity RELAN adopted in 2011 (pictured at right) as part of a larger initiative to develop a common language for ministries in RELAN to use in telling the Lasallian story. The Lasallian education logo is intended to be used by ministries as a secondary logo to show the connection to Lasallian ministries within the United States and Canada.



Graphic Guidelines

There are graphic guidelines to follow in using the RELAN logo, which are adapted from the guidelines offered by the Institute. The proportions, colors and font should not be altered. If the logo is to be used on a dark-colored background, a white version of the logo should be used.

Colors and Font

The RELAN logo features two colors, as described below. The blue is the same shade of blue used in the Lasallian education logo.



Blue

RBG: 45, 86, 164

CMYK: 91,74,1,0

Pantone: 7455C

Yellow

RBG: 253, 200, 0

CMYK: 0, 23, 100, 0

Pantone: 116C

Font: Helvetica Regular

Star

The star should remain open and not be filled with a color or image.



Variations

Two variations of the logo are acceptable. In the first, “RELAN,” “Lasallian Region of North America” and “Région Lasallienne de l’Amérique du Nord” are stacked, in accordance with the guidelines provided by the Institute. In the second, “RELAN” is the only text that appears under the main part of the logo. If space prohibits the use of the logo that includes the Region name written out or the presentation would benefit from just using “RELAN,” then the RELAN-only version may be used.



White versions of both variations the logo are acceptable for use on colored backgrounds. Black-and-white versions are also acceptable as needed.



Choosing a File Type

A majority of the time, the .png file is the best option because of its scalability, ability to maintain a high resolution when scaled larger, and transparent background. The .jpg file is suitable to be placed on a white background.

Questions?

Any questions regarding the logo or its usage should be directed to:

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