



JAPHET SCHOOL

Award-winning National School of Character

FALL 2010

Fresh Ideas for Fall

Our 2010/2011 school year is off to a great start with an increase in enrollment, a Development Director on board, and new marketing initiatives making a positive impact. Here's a peek inside – and outside – Japhet School this fall!

Japhet School nurtures and prepares each child for life by integrating character education with a strong academic program.

18 Reasons for *Hope*

Mark your calendars! Thursday, November 4, is our annual 18 Reasons for Hope Luncheon. Invite a friend or colleague to join us for an hour of inspiration and a free luncheon. It is a fundraising event and guests will be asked to make a contribution; however, there is no pressure to give.

It will take place at the Club Venetian on John R in Madison Heights. The program will begin at noon and end at 1 PM.

To reserve your place, contact Cheryl at cheryl.haithco@japhetschool.org or call 248-585-9150.

We hope to see you there!



Every Wednesday for a half-hour, Primary through Upper Class students assemble in the library for a community DEAR Time – Drop Everything And Read. Adults participate too, and Kindergarten plans to join the activity mid-year.



Japhet's Early Childhood program is discovery-based. Purposeful play is an essential and rich part of the learning process. Through structured play, children explore, apply, and test out what they know.



Our Intermediate and Upper Class students enjoyed their annual trip to the Leelanau Outdoor Center, where they encountered physical challenges like the high ropes course (right), as well as team-building activities that brought current and new students together in friendship (left).



FORE! the Kids Golf Outing

Special thanks go to event sponsor Denso for a great day on the links at Red Run Golf Club in Royal Oak. More than 60 golfers participated in our golf outing on August 30, and the event raised in excess of \$6,000 for Japhet School. Just as great a gift was the opportunity to introduce new friends to Japhet. "How is your golf etiquette?" asked Cathy Mohan, in her comments connecting golf to character education. "Is it your personal habit to rake the sand after sending a ball into a trap? At Japhet we talk about making daily choices that create positive habits of thought, speech, and action."

We sincerely thank all golfers, supporting staff, hole sponsors, and also those companies and individuals who contributed to the auction. We look forward to this annual event every year. Stay tuned for next year's date!



MESSAGE FROM THE HEAD OF SCHOOL

Collaboration appears to be the theme for our year. For example, we’re collaborating with a class of advertising students at Michigan State University who are conducting their senior project with Japhet School at the center. In December, we will hear eight unique marketing plans specially created for Japhet to reach new families. Special thanks go to Kelly Mazurkiewicz, a Japhet and MSU alumna, who helped make this connection possible!

Looking to expand our annual character conference beyond our gymnasium, we approached *MetroParent* with the idea of collaborating. They answered with an invitation to sponsor their November 30 conference: “Growing Up in Today’s Crazy World: Strategies for Dealing with Crushes, Frenemies, Gossip and Bullying.” The keynote speaker is Rosalind Wiseman, known for her book titled *Queen Bees and Wanna Be’s*, and she will be followed by workshops led by Japhet speakers.

Updating Japhet’s curriculum has been an ongoing collaboration among faculty and staff. Teachers have reviewed all academic subjects and aligned our curriculum with new national and state standards. This year we are reviewing specialists’ subjects. Curriculum updates have always been an ongoing process at Japhet, resulting in the application of new technology, new textbooks, and best-practice teaching methods.

We’re about to begin our fourth ISACS re-accreditation, which occurs every seven years. Writing the Self-Study Report and hosting the ISACS Accreditation Team is a large undertaking, which involves collaboration among the whole Japhet community. You may be asked to complete an ISACS survey later in the year, and those results will be in the Self-Study.

We are grateful to all parents for choosing Japhet School, with whom we collaborate every day to provide quality education for their children.

Cathy Mohan
cathy.mohan@japhetschool.org

Admissions and Marketing News

At Japhet we are celebrating an upswing in admissions, with 19 new families on board this year, 27 new students, and very little attrition. Comparing September’s total enrollment to the same time in 2009, that’s an increase of 22 percent. Primary and Middle classes are both full, and at press time we were still enrolling new students, even after the year had already begun.

To what do we attribute this growth? Robin Pospisil, our hard-at-work Admissions Director, gives that credit to our nurturing teachers and their commitment to best-practice academics. She says that parents report confidence in the school, driven by the integration of current technology, increased communications, and the purchase of brand-new textbooks that have online resources. To attract new families, Robin and Betsy Stecker, our Communications Director, are grateful to have an increased budget for marketing.

2009/2010 was a big year for both regular marketing and “internal marketing” initiatives, with the new japhetschool.org at the center. We launched two radio campaigns, sent direct-mail postcards to targeted zip codes, created a feature school listing on metroparent.com, and watched with excitement as Japhet’s first-ever billboard went up on I-75 in August. This was in addition to regular advertising in *MetroParent* and local papers. “Internal marketing” included the launch of a Facebook page, moving most family communications to e-mail, adding a section to japhetschool.org for current parents, and sharing parent testimonials.

Plus, this year’s collaboration with student teams from Michigan State University is like having eight advertising agencies working on our behalf! We’ll see the results of their research and creative talents in December when they present to us their marketing proposals for Japhet School.

Japhet enrolls students year-round, and there are still openings in Preschool, Kindergarten, Intermediate, and Upper classes. We expect attendance at our Open House events to keep growing. Marketing initiatives will continue year-round.



Our first billboard promoted Japhet to thousands of southbound I-75 travelers in August.

Join Us in Welcoming Cheryl Haithco

Please give a warm welcome to our new Development Director, Cheryl Haithco. Cheryl joins Japhet readily equipped to help Japhet grow. "I am excited to work with such a dedicated staff and board," says Cheryl, "and look forward to spreading the word about the great character education and leadership qualities that students learn at Japhet."



Recent positions she has held include Director of Development for YMCA Metropolitan Detroit, Development Officer for Think Detroit PAL, and Public Relations Specialist/fund-raiser for Old Redford Academy. She is an active member of the Association of Fundraising Professionals, and was chairperson for the AFP's most recent National Philanthropy Day Dinner.

Cheryl is trained in the Benevon fundraising model, which Japhet adopted several years ago. She holds a Bachelor of Science in Business Marketing, and has nearly completed her Master's degree in Public Administration from the University of Michigan-Horace H. Rackham.

Cheryl also is an experienced teacher. She developed the Art Curriculum at Old Redford Academy, a college-preparatory charter high school in Detroit, and taught art and art history.

Cheryl is an accomplished artist in her own right. One of her original pieces – a watercolor titled "Schoolhouse Serenity" – was accepted into the Our Town Art Exhibit at the Community House in Birmingham. She also exhibits and sells her art and handmade jewelry at local art fairs.

Discoveries Await at

Social Studies Fair

We invite you to join us for our annual Social Studies Fair on Friday, November 12, from 10 AM to 12 PM. Classrooms will be open for guests to explore an array of social studies themes. Preschoolers will share Harvest Time centers with guests, and Kindergarten students will teach their guests what they've learned about Michigan. Primary Class will give a personal tour through a Brazilian rain forest, and Middle Class students will present deeper themes on the State of Michigan. Intermediate Class students are creating a hands-on museum of the Ancient World, and our Upper Class students will share a panel discussion on the Great Lakes. We hope you can join us!



Guests fill the school on Social Studies Fair Day to hear students in persona!

PSG and GJS Work for Japhet

The Parent Support Group (PSG) kicked off the school year with a great turnout at its big September event: the annual PSG Potluck. Parents gathered to share delicious food, socialize, and learn about this year's activities for the group. The PSG creates a supportive community for its members, supports the activities of the school with fundraising and volunteerism, and sponsors workshops and social activities.

The PSG has many on-going fundraisers this year, such as Great American Opportunities, Kroger Cares Card, Hollywood Market Apples for the Students, Funfunds from Gordon Foods, Campbell's Soup Labels and Box Tops, ETCEP Cartridge Program, Target Credit Card, and SchoolStore.com.

You can participate in the above programs by visiting japhetschool.org. Just go to "Other Ways to Help" under the the "Support Us" tab.

The Grandparents of Japhet School (GJS) is a unique group consisting of students' grandparents and the grandparents' peers. Using the group's dues and donations, they provide new materials for the school such as instruments, art supplies, and books. Last year, they sponsored the Book It! event which raised more than \$3,000 to purchase brand-new social studies textbooks. To join or donate, visit japhetschool.org and visit "Grandparents Club" under the "Support Us" tab.

The PSG and GJS look forward to another great year of supporting Japhet students and teachers!

Alumni News

Kiersten Andersen J'05

After spending her summer as a counselor at Cedars Camp in Missouri, Kiersten has returned to Principia College in Elsah, Illinois, for her sophomore year. She reports that dorm life is great, she loves her professors, and she enjoys her independence. She also is a student manager at Principia's Dining Services. Kiersten is double-majoring in education and sociology and plans to teach when she finishes school. She recently found that she was ahead of her classmates in an education theory class because she had been exposed to Bloom's Taxonomy and its levels of thinking skills for so many years at Japhet.

Kiersten is a scholarship athlete at Principia. She plays on their NCAA Division 3 volleyball team. She was just named Offensive Player of the Week for their conference and a member of the 1st team All Tournament at a recent competition. "Kiersten's energy and competitive drive are always a positive impact for our team," says her college coach.



An outside hitter, Kiersten gets at least a third of balls set to her in every match.

Denzell Blockett J'08

Denzell is well into his junior year at Utica Stevenson High School. One of his favorite classes is AP Psychology. After playing football his freshman year, he has changed his focus to track and field where he concentrates on the 100-yard race. Denzell is looking forward to seeing his younger brother, Alexander, on stage this year at Japhet.

Denzell was nominated to participate in the National Youth Leadership Forum on Law and Crime Scene Investigation this summer. He traveled to Washington D.C. for a week where he interacted with legal experts, took an active role in current legal issues, and explored the growing field of crime scene investigation. Denzell gained insight into the legal process and enjoyed making new friends from around the world. He is hoping to maintain those friendships via Facebook and e-mail.

Katie LeCornu XJ'08

Katie LeCornu visited Japhet this summer with her sister, Claire, and her parents, Don and Patti. Katie is a junior at Bowie High School in Austin, Texas. She enjoys Chemistry and Accounting classes and is currently the secretary of the French Club and vice president of the French Honor Society. Katie spends many hours practicing with the marching band where she plays the alto saxophone. She says that it is as big a commitment as having a job. She is in the process of exploring college options and hopes to go someplace where it *snows* – possibly the East Coast – to study business or finance.

When Katie thinks of her Japhet years, one of her favorite memories is of playing "*dónde está*" in Mrs. Ellithorpe's Kindergarten classroom and of her days in Mrs. Stone's Primary Class. She says that Japhet's character qualities have always stayed with her. She feels that Japhet's focus on character and teaching the whole child – not just testing what is read in books – has been an important part of her life. The public speaking curriculum also served her well, as she did not experience the fear that many classmates showed in speech class.

Do you have alumni news to share? Please send news and photos to Robin Pospisil, Admissions Director at robin.pospisil@japhetschool.org.



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