



National Catholic College Admission Association

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CONTACT: Brian Lynch
(312) 321-2726
lynch@nationalccea.org

National Catholic Colleges Week 2008 Observed February 17-23, 2008

Special Week Kicks Off “Values that Matter” Campaign
and Marks Release of 2008 “Official Catholic College and University Guidebook”

Chicago, Ill.-- February 17-23, 2008, has been designated National Catholic Colleges Week, a time to celebrate the long-standing virtues, successes and impact on the world of Catholic colleges and universities. The observance is sponsored by the National Catholic College Admission Association (National CCAA) and the Association of Catholic Colleges and Universities (ACCU).

According to Tom Fanning, National CCAA president and director of admission and retention for John Carroll University in Cleveland, “Throughout the week we intend to focus on the advantages of attending a Catholic college and to bring this message home to high school students who now are making decisions that will affect their future.”

More than 720,000 students attend 221 Catholic colleges and universities located in 40 states, the District of Columbia and Puerto Rico. In the United States, Catholic institutions of higher learning include four medical schools, 26 law schools, 17 schools of engineering, 81 schools of nursing, 177 schools of education, 19 women’s colleges, three Carnegie-classified research universities, 13 doctoral universities and two aviation programs.



Values That Matter Survey

During the week, the National CCAA will release the results of a national “Values that Matter” survey of Catholic college alumni conducted by the firm Hardwick-Day of Minnesota. The results of the massive research project are being compared to benchmark data conducted among graduates of the nation’s major public flagship universities. The results show that, when compared to graduates of major private flagship institutions, Catholic college graduates were significantly more likely to have:

- Engaged in classroom discussions
- Experienced an emphasis on personal values and ethics
- Graduated in four years
- Received more help in developing leadership abilities
- Become better writers, speakers, problem-solvers and decision-makers

About 80 other variables in the survey demonstrated that Catholic college graduates benefited from their undergraduate experience. For instance, 83 percent of Catholic college graduates thought there was a strong sense of community at their alma mater, while just a little more than half of the graduates of large public flagship schools felt that way about their undergraduate experience.

When asked how effective college was in helping graduates develop moral principles that guide their actions, 84 percent of Catholic college graduates answered this question “strongly” versus 35 percent of graduates from the large public flagship institutions.

The Values that Matter results will be used to support college recruitment activities throughout the year.



Official Guidebook Released

Another activity of the week will be the release of the 2008 *Official Catholic College and University Guidebook*, a 200-page, four-color publication published by the National CCAA. More than 180 of the nation's Catholic colleges and universities are featured with full-page descriptions and pictures. The guidebook will be distributed nationally to selected high schools, agencies and organizations and sold via the Internet at www.catholiccollegesonline.org.

The premier sponsor of Catholic Colleges Week is Sallie Mae, the nation's leading provider of saving-and paying-for-college programs. Sallie Mae will provide information to students to help them understand the value of a higher education and to make them aware of the availability of financial aid to help them access college.

The other partnering sponsors are MyFootpath, which will launch its free college selection software to Catholic high schools during Catholic Colleges Week; Next Step Publishing, which creates innovative products to guide others in the pursuit of successful lives after high school; and Colleges of Distinction, which recognizes exemplary colleges throughout the United States.

For more information about Catholic Colleges Week, contact Brian Lynch, executive director of the National Catholic College Admission Association, at (312) 321-2726 or e-mail at lynch@nationalccaa.org.

Note to Media: Copies of the Values that Matter survey results and the official guidebook are available upon request from the National CCAA office.