



# Seton Ambassador Program & Student Tuition Credit Referral Program

# A Partnership with Parents to Share the Facts about Seton

February 26, 2026

## Agenda

- Seton's Mission

*The Basics*

- Strategic Growth Plan
- Purpose of the Program
- Program Goals
- Program Duration

- Incentive Structure
- Eligibility & Definitions
- Referral Process & Verification
- Credit Posting

*The Fun Stuff!*



- Free Marketing Resources
- Tips for Sharing the Facts about Seton
- Team Support



# Our Mission



A Christ-centered educational experience that empowers students to learn with curiosity, lead with compassion, and serve with purpose and integrity.

## Connection to Strategic Growth Plan

**Strategic Priority #5: Enrollment and Marketing**

- Objective #4: Establish a Seton Ambassador Program to help share the facts about Seton within local community networks.

**Occurring in parallel with Strategic Growth and Marketing Committee-led initiatives, including:**

- Growing our international student program (hired new director)
- Establishing a unified Seton Catholic brand (drafted brand guide)
- Implementing a public relations strategy (publishing articles)
- Collaborating with parishes to increase outreach (bulletins, announcements & informational sessions)
- Engaging other local organizations in marketing Seton (posting ads in mall digital kiosks, launching radio ads, strategically sharing print material)
- Cleaning up our website



# Seton Ambassador Program Purpose

Engaging Parents to Share the Facts about Seton

- Word of mouth remains one of the most effective enrollment drivers for independent schools.
- Seton's Strategic Growth Plan process discovered that, based on the net promoter score, Seton families are loyal to Seton and want to see its mission succeed.
- A structured referral program formalizes and amplifies this channel, creating the incentive and providing the resources for



families excited about Seton's mission to know and share the facts about Seton, to help the school reach its growth goals.

## Program Goals

- **Primary:** Grow middle school (Gr. 6–8) and high school (Gr. 9–12) enrollment.
- **Secondary:** Sustain healthy growth in elementary (PreK–5) without eroding focus on Middle School and High School/HS.
- **Targets:**
- Increase total PreK-12 enrollment by 10% for the 2026-2027 academic year (add 19 total students)



- Do not exceed 18 students per elementary classroom and 25 per grade in MS/HS.

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## Program Duration

- Applicable only for applications submitted during the 20262027 academic year enrollment period:
- March 1, 2026 – June 14, 2026
  
- Extensions or exceptions to this program duration must be approved by the Principal and the Seton Education Council.



# Incentive Structure

Incoming Student Grade	Tuition Credit	Recipient
PK & Elementary (PK-5)	\$300*	Referring Seton Student/Family
MS/HS (6-12)	\$750*	Referring Seton Student/Family
MS/HS (6-12)	\$250*	New Student

\*Posts after retention trigger



# Eligibility & Definitions

- **Referring Seton Student/Family:** Must be enrolled (PreK–12) in the year referral credit would post.
- **New Student:** Not currently or previously enrolled within the last 12 months; not already attributed to another referrer in the school’s system.
- **Current Seton Student/Family:** If current family enrolls additional family members, the family will receive the new-student welcome credit (MS/HS only) but not the referral credit.
- **Grade Eligibility:** Tuition- based PreK (3–4) and K–12 are eligible.
- **Single Claimant:** Only one referring Seton student/family may claim each new student.
- **Teachers & Staff** with enrolled students at Seton may participate in this program, as long as they do not coach a sport at Seton.
- **Seton Catholic Coaches** are not eligible to participate.
- **International students** are not part of this program.



# Referral Process & Verification

- **Step 1:** When applying to Seton, the new student must include the name of the referring Seton student/family on the application.
- **Step 2:** The referring Seton student/family will receive a letter from Seton Admissions thanking them for the referral and explaining the eligibility and process for receiving the tuition credit.
- **Step 3:** Admissions confirms eligibility of tuition credit (new vs. returning, grade, tuition status) and the credit is approved or denied.
- **Step 4:** Principal, Business Office, and the referring Seton student/family are notified of the outcome.



- **Step 5:** The Business Office applies applicable credits to tuition invoices.

## Credit Posting & Restrictions

- **Posting:** After the new student remains enrolled **through the end of the second quarter**, tuition credits will apply in the February billing cycle.
- **No Cash Value / Non-Transferable:** Credits apply **only** to tuition; may not be redeemed for cash, transferred, or carried forward beyond tuition due.
- **Stacking:** Referral credits may be combined with standard tuition schedules, aid, and awards at Seton's discretion.



# The Fun Stuff! | Messaging and Material

## FAQ

See Frequently Asked Questions document highlighting questions, concerns and misconceptions non-Seton families might have about our school, and suggestions on how to respond.

# Free Marketing Resources

## Bifold

**DISCOVER THE SETON DIFFERENCE**  
The Area's Pre-K through 12th Grade Private Catholic School

**OUR VISION & MISSION**  
Seton Catholic partners with the Catholic Church, families, and our community to provide a Christ-centered educational experience grounded in faith, service, and academic excellence. We empower students to take an active role in their learning and growth, shaping thoughtful, compassionate, and confident leaders prepared to navigate an ever-changing world.

**OUR FOUR PILLARS**  
Seton Catholic's Four Pillars were chosen to reflect the full experience of a Catholic education and to articulate how our mission is lived out each day. Rooted in Catholic faith and Christian values, the pillars ensure that spiritual formation, academic growth, leadership, development, and care for the whole child are integrated design, student experiences, and community partnerships.

- 1 Rooted in Faith, Values & Service**  
Living our Catholic identity through faith and values formation, compassion, and meaningful acts of service - while welcoming families of all faiths.
- 2 Caring & Supportive**  
Nurturing a warm, safe, family-like environment where every student is known, valued, and supported.
- 3 Community-Engaged**  
Building strong, enduring partnerships with families, parishes, alumni, and the wider community.
- 4 Student-Empowered**  
Empowering students to take pride in and help shape their learning, academic development, and leadership development.

**STUDENT SUPPORT SERVICES**  
Our Student Support Services Director works with you and your child to create a plan that best supports their differential learning. Seton Catholic offers Tier 2 support services to all students with learning differences and the support needed to be successful.

**OUR INTERNATIONAL PROGRAM**  
Our long history of hosting students from around the world, creates a diverse learning environment, and gives an added dimension to the educational and cultural fabric of Seton Catholic.

**ABOUT US**  
Seton Catholic is the first choice of families who want a caring, safe, and academically rigorous learning environment. As a Pre-K-8th grade school, Seton offers a small class size and a low student-teacher ratio. This allows teachers to move classes forward efficiently, building on group progress while still providing individualized support and feedback. Our faculty care deeply for one another and for their students, fostering a safe, supportive environment where relationships matter. Families often describe Seton as a school that feels like family, where every child is known, valued, and challenged to grow.

**STUDENT SUPPORT SERVICES**  
Our Student Support Services Director works with you and your child to create a plan that best supports their differential learning. Seton Catholic offers Tier 2 support services to all students with learning differences and the support needed to be successful.

## Brochure

## Poster

**Why Choose Us...**

- ✓ 100% Graduation Rate
- ✓ 100% College Acceptance Rate
- ✓ 7+ Religious affiliations in our Seton family
- ✓ Lowest teacher student ratio in our area
- ✓ 35% Higher state testing scores than area schools
- ✓ 94% - Average GPA of graduating seniors (Class of '25)

*At Seton Catholic, we're not just a school, we're a family. Here, every student is known by our teachers and our faculty. Our students are expected to achieve academically, and they are provided with individualized attention, feedback, and support to help them excel.*

**Academic Success!**

**Our Four Pillars...**

<b>Rooted in Faith, Values &amp; Service</b>	We live our Catholic identity through faith & values formation, compassion, and meaningful acts of service while welcoming families of all faiths.	<b>★ We offer Pre K (3 &amp; 4) through high school</b>
<b>Caring &amp; Supportive</b>	We nurture a warm, safe, family-like environment where every student is known, valued, and supported.	<b>★ Our international students add to our vibrant school culture</b>
<b>Community Engaged</b>	We build strong, enduring partnerships with families, parishes, alumni, and the wider community in support of our mission.	<b>★ Scholarships &amp; Financial Aid are available</b>
<b>Student Empowered</b>	We empower students to take pride in and help shape their learning, academic excellence, and leadership development.	<b>★ Tours &amp; shadow days encouraged</b>

**Learn More!**  
www.setonknights.org  
518-561-4031

Seton Catholic  
Feb 17

Thank you, Sun Community News!

Sun Community News & Printing  
Feb 16

The plan will further strengthen Seton Catholic's rigorous educational offering by expanding experiential and independent studies, leadership development, more robust community engagement, and building upon the very foundation of Catholic education - the development of respectful young leaders with deep moral character, compassion and values.

Academic Success!

suncommunitynews.com  
Seton Catholic launches 2025-28 Growth Plan

Like Comment Share

Rachel Smith + 23 3 shares

## Social Media



# Tips to Share the Facts about Seton

- **Consider all the places** you interact with non-Seton parents and students (family, friends, work, extracurricular, neighborhood).
- **Don't "sell"**: Instead, ask and listen. Share relevant facts. Tell your story.
- **Use social media**: Identify relevant groups. Repost Seton. Promote the school. Flag any major issues to the school.
- **Host an event**: Set up a booth at a community event. Offer information sessions. Host living room tours. Communicate plans to Seton for support.



# Team Support

- Find all resources on our website.
- Point applicants to our online application.
- Weekly Voluntary Informational Huddle, every Friday 8-9am at Seton, from March 6 – June 12 (except for holidays). Coffee & Tea provided.
- Reach out to Sandy Gingrich ([sgingrich@setonknights.org](mailto:sgingrich@setonknights.org)) or Jeremy Eppler ([jeppler@setonknights.org](mailto:jeppler@setonknights.org), 518-561-4031, ext. 2004) for additional materials, questions or interest in tours or shadow days.

Be the change you want to see!

# **Frequently Asked Questions | For Prospective Families<sup>i</sup>**

## **Seton Catholic School**

### **GENERAL**

#### **How does Seton Catholic handle bullying?**

Seton Catholic has zero tolerance for bullying. In the rare cases in which bullying occurs, our smaller class sizes and safe, family environment allow us to identify more quickly and to address discretely the issue in accordance with the disciplinary policy in our Student Handbook. As a result, students report feeling safe

in our school, allowing us and our students to focus on the joy of learning rather than distractions in the classroom.

## **What are Seton Catholic's plans for the future?**

To grow together as a school family. Our Strategic Growth Plan aims to increase enrollment across PreK, elementary, middle school, and high school by 10% for the 20262027 academic year, then by another 15% for the following academic year. We plan to increase and diversify our sources of funding, and we intend to continuously improve family and employee satisfaction. For details, please see our [Strategic Growth Plan](#).

## APPLYING TO SETON

### **What is the process to apply to Seton Catholic?**

1. **Explore:** Check out our school and website. Talk to current students and parents. Follow us on social media. Request a tour ([admissions@setonknights.org](mailto:admissions@setonknights.org)) or have your child(ren) shadow a class for a day.
2. **Apply:** From our website, download, print, complete and submit an application to [admissions@setonknights.org](mailto:admissions@setonknights.org) or at directly at the school at 206 New York Avenue, Plattsburgh, NY 12903, along with the corresponding non-refundable deposit.

3. **Wait:** We will request records from your child's current/previous school and conduct a thorough review.
4. **Interview:** New prospective students whose application package is accepted will be invited for an interview.
5. **Offer:** Students accepted after an interview will receive an offer of admission with details on the next steps.
6. **Join the Family:** Enjoy the start of your child's exceptional educational journey!

## **What are the criteria for a new student to be admitted to Seton Catholic?**

We pride ourselves on the quality of education at our school and the impact our students and graduates have on the world. We

evaluate each application for academic performance, behavioral competencies, extracurricular activities, and alignment with our mission and values.

## **Does a child and their family need to be Catholic or Christian in order to attend the school?**

Seton Catholic welcomes students and families of a variety of backgrounds. Rooted in Christian values and a life of service, we strive to educate our students with a Christian worldview that will anchor core principles for the rest of their lives. Although students need not be Catholic nor Christian to join, we offer and expect all students to respectfully attend a variety of Catholic services during the school year. Religious education is also required coursework as a part of the journey of exploring faith

and learning about the impact of religion on a person's spiritual development.

## **How much does it cost to attend Seton?**

The tuition rates for the 2025-2026 academic year are available on our website. Final tuition rates for the 2026-2027 will be released in early March 2026.

## **Is tuition assistance available?**

Yes, for eligible students. After applying, families may see if they are eligible for incomebased tuition assistance by setting up an account on our [FACTS financial portal](#). Seton Catholic families that are also active and registered parishioners at Holy Cross Parish and St. Alexander's, St. Augustine's and St. James' Parish receive a reduced rate (after parish verification). Seton Catholic also offers discounts to families with multiple children studying at our school. Scholarships are available, and assessment of additional assistance will be evaluated case-by-case upon request and based on need and merit.

## **TECHNOLOGY**

### **Does Seton Catholic allow the use of cell phones and other smart devices?**

Starting in the 2024-2025 academic year – before any New York state mandates were issued – Seton Catholic was one of the first schools in the area to prohibit cell phones and smart devices (up to eighth grade). We now prohibit bell-to-bell cell phone and smart device use, from the start of the school day until the end of the last class. For more information, see our Student Handbook in our [Student Resource Center](#).

## **Does Seton Catholic rely on technology as a pedagogical tool?**

We view technology as one of many tools in the toolbox for the holistic development of young people. Students do not receive school-issued laptops until third grade, at which point screentime is limited to New York State test prep (which has begun to require laptops for state tests) and assisting young children in the safe, limited and healthy management of devices under close supervision.

Entering middle school and high school, teachers and students balance device usage with good, old-fashioned textbooks and workbooks, aiming always for the development of critical thinking skills and healthy screentime and device usage and

management. Several classrooms are equipped with smartboards with the latest functionality, ensuring students have the right exposure to and opportunity to learn the features of technology in a balanced way.

## **SPORTS AND EXTRACURRICULARS**

### **Which core sports does Seton offer?**

Seton has competitive sports teams each season of the year. Soccer and cross-country (fall), basketball and indoor track (winter), and outdoor track and tennis (spring) form the core sports available to students from 7<sup>th</sup> through 12<sup>th</sup> grade each year.

Seton Catholic, like many schools in Section VII, also offers sports through mergers. See **Can my child play a sport if Seton Catholic does not have a team in-house?** below.

## **Can my child play a sport if Seton Catholic does not have a team in-house?**

Yes. Like many schools in Section VII, when students express interest in a particular sport that is not offered by the school, our Athletic Director (AD) will meet with other Section VII ADs to explore the possibility of a merger between two or more schools. Seton Catholic student athletes compete in football, volleyball, gymnastics, swimming, wrestling, golf, lacrosse, and other sports through AD-negotiated and approved mergers. Requests for such

mergers must be presented to the AD well in advance of the new sports season in order to begin a successful negotiation process with other ADs in Section VII.

## **If I transfer from another school, can I play sports at Seton Catholic?**

NYSPHAA has very specific rules regarding transfer students. Generally, a student who plays a specific sport at the varsity level must wait one year after transferring to the new school *before* he or she may play that same sport at the varsity level in the new school. Waivers or exceptions to this transfer rule may be requested and reviewed by Section VII. Seton Catholic does not recruit varsity student-athletes from other schools. Please see the [NYSPHAA Handbook](#) for more details.

## **What clubs, camps and other extracurricular activities are available to students at Seton Catholic?**

Leadership development is a key element in our *student-empowered* pillar. Our students have the opportunity to apply for, join and take ownership of key roles in a variety of clubs, camps and extracurricular activities. These include but are not limited to: Student Council, class representatives, Key Club, National Honor Society, National Junior Honor Society, Theater, Model UN, Science Olympiad, and Faith Ambassadors. The school also manages an annual summer basketball league for modified-through-varsity level athletes, hosting teams from across the Plattsburgh area. As a part of leadership development, we also encourage and support students to take the initiative to start new clubs. Where students have a desire to create a club, the school will work with the student to ensure the support of an academic advisor. A recent example is the student-led creation of the award-winning Science Olympiad team. We also offer international trips during winter or spring break and, in partnership with the North Country Mission of Hope, students have the opportunity to travel across the US or abroad for

humanitarian mission trips. For younger students, basketball or soccer mini-camps are often offered in the fall or spring, and the school is planning a summer soccer camp for PreK-8<sup>th</sup> grade. Seton Catholic participates in the Spelling Bee, and elementary students are welcome to join the French Club. We also continue to explore new club and extracurricular activities, such as 4H for younger students and Chick Fil A Leadership Academy for high school students, as we constantly look to expand our offerings and challenge our students to make a difference in their communities and beyond.

## **ACADEMICS**

### **Does Seton Catholic have a PreK?**

Yes! Seton accepts students into PreK 3 and PreK 4. For PreK 3, students must turn three years old by November 30 of the school year they start with Seton. PreK offers a structured, play-based

learning curriculum, supervised free-play opportunities, class activities across the campus (physical education, art and music), free breakfast (before school) and free lunch, as well as the chance to regularly interact with older students in a safe, family-like setting that promotes positive development and makes for a seamless transition from PreK into the K-12 school – which boasts the 35% higher proficiency on New York State testing than the local school average.

## **Does Seton Catholic have Academic Intervention Services (AIS)?**

Yes. Each prospective student's needs are assessed as a part of the application process. Seton Catholic offers Tier 2 support,

which includes services for a variety of common needs. If certain needs extend beyond the services we offer, we will work with families and local organizations to explore best-fit arrangements. For those cases where student needs exceed the services we might be able to provide, we will communicate that during the application process.

## **Does Seton Catholic offer behavioral or mental health services?**

Yes. In partnership with Behavioral Health Services North (BHSN), Seton Catholic has onsite services available to students based on need and availability.

## **My child is not challenged sufficiently in their current academic setting. Does Seton Catholic offer Advanced Placement (AP) courses?**

Yes. It is not uncommon for new transfers to find that the coursework offered in our classrooms moves at a slightly faster pace. Sometimes, students transferring from other schools seeking AP courses discover that, at Seton Catholic, they do not need AP coursework initially to feel challenged academically. That said, starting in 8<sup>th</sup> grade, we offer some advanced courses. In high school, students with strong academic performance may also take Advanced Placement and/or College Advanced Placement (CAP) coursework, with the potential to earn up to one year of college credits prior to graduation. It is worth noting

that 100% of graduating seniors in 2025 reported feeling prepared for college.

**I do not see a specific subject that my child wants to learn. Now what?**

For high schoolers with strong academic performance and clear academic and career goals, we will offer experiential learning opportunities. Students must be high academic performers and work closely with the Director of Guidance and a teacher as mentor/director to rigorously design and follow the curriculum of the experiential learning coursework. Such opportunities must be reviewed and approved by the Principal, Assistant Principal for the Middle School and High School, and Director of

Guidance. Seton Catholic also partners with CVES to offer specialized courses to students with a particular interest.

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<sup>i</sup> The responses provided in this FAQ are intended for informational purposes. These are not policy statements. Nothing stated here may override school policy, New York State Department of Education requirements, Section VII NYSPHAA rules, or Diocese of Ogdensburg requirements. The school shall not be liable for any information misrepresented by others. Responses are subject to change without prior notice.