



# CORE IMAGE GUIDE

MANUAL FOR IMAGE TO LIKENESS CORE  
IDENTITY.

UNOFFICIAL DOCUMENT TO BE  
COMPLETED 2022.



# CORE IMAGE

We are created in God's image and are called to grow into the likeness of God.

## WHAT PROBLEM ARE WE SOLVING?

**What problem currently exists:** There is no specific Ukrainian Catholic program for children.

**How we solve it:** We will create a new curriculum that will update the currently used program.

## WHOM DO WE INTEND TO SERVE?

These are the **primary individuals** that will make up the vast majority of users. We will focus on developing resources that meet their needs.



PROSPECTS

### WHAT'S IMPORTANT TO THEM

Security, cost effective, theologically sound, comply to ministry of education outlines.

### HOW WE WILL MEET THEIR NEEDS

Working in partnership with them and getting appropriate applications approved for use.



TEACHERS

Easy to use program, practical, fits in the year, has to engage children, make teaching easy, assessment tools, essential understandings, access to digital resources, traditional print, ability to leave notes on lessons, ability to converse with other teachers on best practices.

We would provide the worksheets, assessments, answer keys, exemplars, digital options, traditional options, and provide a program that allows comments. Include continuous professional development and training for implementation. Allow continuous user feedback. A location to know where recent updates are.



STUDENTS

Digital focus, engaging, colourful, fun, large print (younger), easy to read, relatable content (reference to daily life), videos, music (younger), games, being true, being current, modern look, energy and entertaining.

Use videos of students living their faith, mixed media style, up-to-date simple photos from our eparchy, build credibility, include diversity of students, short bite sized learning, and not choose boring presenters.

## OUR VISION

Children and youth formed as Christian disciples bringing the light of Christ to the world.

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## OUR MISSION

- To be faithful to Christ's Great Commissioning of His Disciples (Mt. 28:18-2), that is, to baptize and to teach all that Christ taught.
- To recognize, equip, and support parents, caregivers, teachers, and pastors as catechists in passing on the faith from one generation to the next.
- To nurture in children and youth a desire to grow in their personal relationship with God.
- To guide children and youth as disciples of Christ in the transformative journey of their growth in holiness - from God's image to his likeness.

## OUR PROGRAM OFFERING

We are providing a **specifically bilingual Ukrainian Catholic catechetical resource** to fill the need for a **standard faith education curriculum** for schools, parishes, and homes.



### Teacher's Manual

- Must be available in Print and Digital formats
- Modern minimalist design targeted for adults
- Custom photos, videos, audio, and content required.
- Every grade has a manual. 13 total manuals from Kindergarten to grade 12.
- English and Ukrainian versions are required.
- Professional development provided to school boards.
- Possible audio redirects for if linked audio needs to be edited or changed.



### Teacher's Platform

- E-Commerce Capabilities are required to make purchases.
- Login required for teachers.
- The ability to make notes is required for future lessons.
- Platform houses location of all teacher's manuals, student workbooks, example assessments, quizzes, worksheets (using Google products) teaching tips, and other relevant content.
- Ability to converse with other teachers on particular lessons.
- Ability to submit feedback for content and presentation edits.
- Open to the ability to purchase a hardcopy of manuals or workbooks down the line.
- English and Ukrainian versions are required.
- Professional development content.
- "Blackline masters" PDF copy available for view.
- One location to store vital audio, video, and photos.



### Student's Workbook

- Must be available in Print and Digital Formats
- Custom videos, photos, audio, and content required.
- Easily sharable from teacher to student.
- Every grade has a workbook. 13 total manuals from Kindergarten to grade 12.
- Look and feel is dependent on the target age demographic.
- English and Ukrainian versions are required.
- Ability to click on words to find definitions.
- Possible audio redirects for if linked audio needs to be edited or changed.

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## TRENDS

As the needs for more current, relevant, and effective religious education programs emerge, we will adapt to these needs. We will directly react to major trends and changes that affect our industry to meet current and forecasted changing demands.

TRENDS	OUR REACTION
Microlearning (Short attention spans)	Length of videos and text appropriate to grade.
Mobile Device Learning	All digital products must be viewable on mobile device.
Digital Self-Teaching	Content would reflect both information and assessments.
Collaboration Learning	Team work activities, classroom discussions, and group projects will be in student workbook.

## MEASURING SUCCESS

How do we measure success? Retention? Adoption?

	KEY PERFORMANCE INDICATOR	HOW WE WILL ACHIEVE THIS
 PROSPECTS	Adoption of the program.	Working with them for approval and feedback developing appropriate KLO. Communicating the difference between Growing in Faith and Growing in Christ.
 TEACHERS	Understanding of the lessons, adoption of programs, they are accurately and completely teaching the program, they have to have a positive attitude in teaching the program.	Provide professional development to ensure teachers are theologically sound, ensure manuals are easily understood, ensure programs are easy to use, give them the tools and knowledge needed to make teaching a positive experience.
 STUDENTS	Retention, attitudinal indicators, understanding and appropriation.	Spiral curriculum, focus on the essential understandings, various assessment tools, multiple learning methods and experiences. Ensure teachers are faith formed.



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## EXISTING PROGRAMS

What programs are currently available and in use? Are there program developers that we admire most?

### COMPANY NAME

Pearson

### WHAT WE LIKE

Flippable E-Books, colourful, updated, easy to use, links, video, audio.

### WHAT WE DON'T LIKE

Programs that are out of date, too much content, not balancing cognitive and attitudinal, missing some theological foundation, top down approach.

## PRICING

Access to student materials is only accessible if the teacher purchases the program. We would have pricing that is less than Growing in Faith, Growing in Christ.

## SWOT ANALYSIS

### STRENGTHS

- Ukrainian Catholic specific material.
- Provided by the Ukrainian Catholic Church.

### OPPORTUNITIES

- The only Ukrainian Catholic educational program.
- Excellence teacher team for constant feedback.
- Support of the church and school boards.

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### WEAKNESSES

- Small budget.
- Not created fast enough, developed program no longer meets the needs of the primary audience.

### THREATS

- People not understanding the difference between programs.
- Teachers not engaged in the program.