



# COMMUNICATION PLAN

## 46<sup>TH</sup> GENERAL CHAPTER

**Building new paths  
to transform lives**



Brothers of  
the Christian  
Schools

La  Salle



## Introduction

The 46<sup>th</sup> General Chapter is a landmark in the history of the Institute and, together with the III International Assembly of the Lasallian Educational Mission, they constitute key foundations for the present and future of the Brothers of the Christian Schools and the Lasallian Educational Mission.

That is why the Communications and Technology Service offers all of you some ideas and resources so that together we can communicate and invite Lasallians to experience the 46<sup>th</sup> General Chapter.

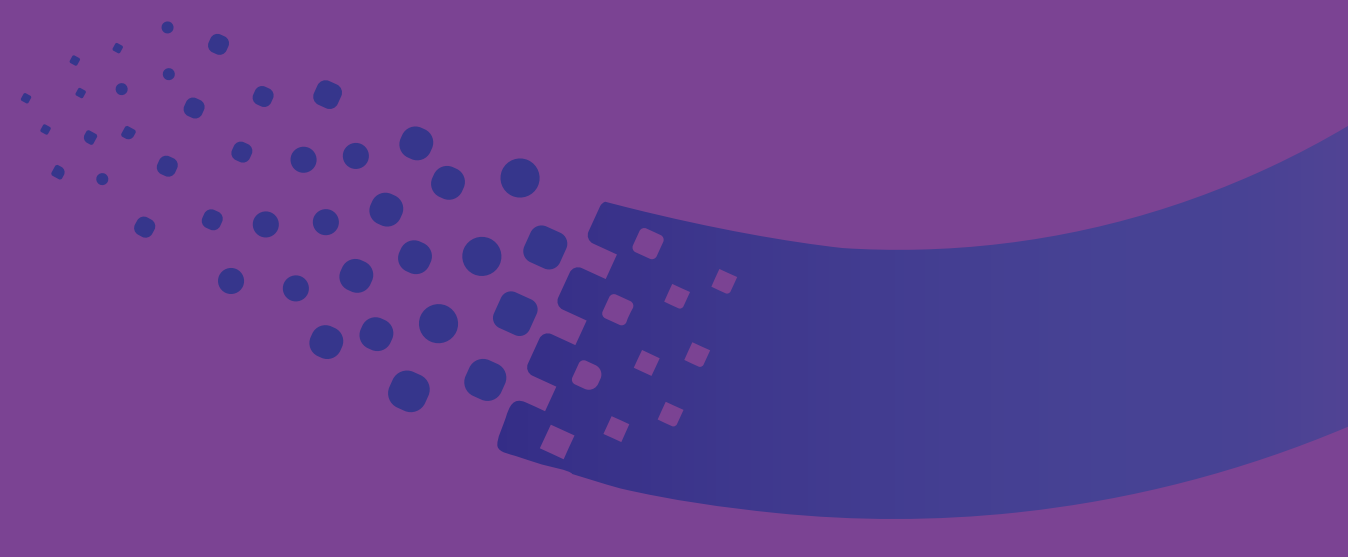
We thank the Preparatory Commission of the 46<sup>th</sup> General Chapter for the collaboration and support.

For any question, please contact us at: [comunicazione@lasalle.org](mailto:comunicazione@lasalle.org)

Fraternally,



**Br. Alexander González, FSC**  
**Secretary - Coordinator**  
**Communications and Technology Service**  
**Generalate, Rome**



# I. ONE INSTITUTE, MANY VOICES

## COLLABORATIVE DYNAMICS

### WHAT ARE OUR COMMUNICATION TARGETS

1. To make known the holding of the 46<sup>th</sup> General Chapter of the Institute of the Brothers of the Christian Schools.
2. To reinforce the international and multicultural sense of our Institute.
3. To disseminate the key issues of the last seven years and give a boost to key documents during this Government's term of office.
4. To acknowledge and appreciate the work of animation and government of the Brother Superior General and his Council during the last 8 years (2014 - 2022).
5. To introduce the new Government of the Institute.
6. To emphasize the knowledge about the Institute, Lasallian vocations and the Lasallian Educational Mission.

### HOW CAN WE JOIN IN?

1. Share information published on the Institute's website and social media.
2. Generate and share content with information about your District, institution or ministry.
3. Use the official hashtags #WeAreLaSalle and #FSC46GC in your communications.
4. Ask the community to follow the Institute's social media and subscribe to the lasalleorg newsletter.



## EDITORIAL CALENDAR

JOY IN THANKSGIVING	BOLDNESS IN TRUTH	STRENGTH IN DECISION
18 April to 3 May	4 to 11 May	12 to 22 May
<p><b>Communication targets:</b></p> <ol style="list-style-type: none"> <li>To make known the holding of the 46<sup>th</sup> General Chapter of the Institute of the Brothers of the Christian Schools.</li> <li>To strengthen the international and multicultural sense of our Institute.</li> </ol>	<p><b>Communication targets:</b></p> <ol style="list-style-type: none"> <li>To disseminate the key issues of the last seven years and give a boost to key documents during this Government's term of office.</li> <li>To acknowledge and appreciate the work of animation and government of the Brother Superior General and his Council during the last 8 years (2014 - 2022).</li> <li>To emphasize the knowledge about the Institute and the Lasallian Educational Mission.</li> </ol>	<p><b>Communication targets:</b></p> <ol style="list-style-type: none"> <li>To emphasize the knowledge about the Institute and the Lasallian Educational Mission.</li> <li>To disseminate the key issues of the last seven years and give a boost to key documents during this Government's term of office.</li> <li>To introduce the new Government of the Institute.</li> <li>To emphasize the knowledge about the Institute and the Lasallian Educational Mission.</li> </ol>
<p><b>Suggested content:</b></p> <ul style="list-style-type: none"> <li>★ What is the Chapter? what is its importance? who represents our District?</li> <li>★ Messages of good wishes, success in the work of the Chapter.</li> <li>★ At the beginning of the Chapter, share the start of the works.</li> <li>★ Mention statistics, the names of countries with a Lasallian presence, the cities in one's own country where there are Lasallian ministries, etc.</li> </ul>	<p><b>Suggested content:</b></p> <ul style="list-style-type: none"> <li>★ Statistical information on the scope and presence of the Institute and the Lasallian Educational Mission in each Region and/or District.</li> <li>★ Impact of the Education Mission in each country.</li> <li>★ Evolution of the Region, the District and the educational ministry over the last 8 years.</li> <li>★ Appreciation to the Brother Superior General and his Council for their service of animation.</li> <li>★ To recall the fundamental themes of the Lasallian reflections* (2015-2022). *Lasallians without borders, Great things are possible, Lasallian you are part of the miracle, etc.</li> </ul>	<p><b>Suggested content:</b></p> <ul style="list-style-type: none"> <li>★ What do we want to be in the future? Be guided by the Declaration of the Lasallian Educational Mission.</li> <li>★ To renew the commitment to educational service.</li> <li>★ To notify commencement of service of the new Government of the Institute.</li> <li>★ To welcome the new Government of the Institute.</li> <li>★ To recall the fundamental themes of the Lasallian reflections (2015-2022). E.g. Lasallians without borders, Great things are possible, Lasallian you are part of the miracle, etc.</li> </ul>



# WHAT WILL THE DYNAMICS OF CONTENT SHARING BE LIKE?

## Content

- ★ Based on the communication targets and the editorial calendar, each Region and District will define the dissemination campaign that responds to the needs of their communities and target audiences.
- ★ The Generalate will create content in the three official languages (English, Spanish and French) about the Chapter and the Institute:
  - Photographs
  - Videos
  - Graphic resources
  - Podcasts
  - Communications
  - Briefing Notes
- ★ A shared folder in Google Drive will be enabled.
- ★ Official announcements and publications will be made between 8:00 a.m. and 6:00 p.m. Rome time, Italy.
- ★ We recommend that you use the graphic identity of the General Chapter (logo - colours) and the official font: IndivisaFont to create and share content.
- ★ The graphic pieces, to announce the new Government of the Institute, will be available on Google Drive a few minutes after the final vote and will be published on all the Institute's social media. This publication should be shared on Regional, District and local networks. If you wish, you may subsequently publish compliments with the image and style defined by each District.



## PUBLICATIONS

- ★ All publications by the Institute, Regions, Districts and ministries should use the official hashtags #FSC46GC and #WeAreLaSalle.
- ★ We suggest that you mention or tag the Institute's social media profile.
- ★ The content created by the Districts and educational ministries will be replicated on the Institute's social media profiles.
- ★ Regions, Districts and educational ministries shall publish the appointments of the Government of the Institute after the publication on the Institute's social media.
- ★ For the dissemination of the appointments, Regions, Districts and educational ministries should share the Institute's publication on their social media (retweet/share publication).
- ★ Share videos and podcasts directly from the official sites on YouTube and Spotify.
- ★ We ask you to promote social media and to subscribe to the Institute's Newsletter.
- ★ It is suggested that, as far as possible, publications redirect to the Chapter's website, the Institute's website and/or lasalle.org social media.



## II. ONE INSTITUTE, ONE MESSAGE

### THE CHAPTER NARRATIVE

#### KEY MESSAGES

- ★ To develop the theme of the 46<sup>th</sup> General Chapter: Building new paths to transform lives.
- ★ The General Chapter is the most important governing assembly of the Institute of the Brothers of the Christian Schools and together with the International Assembly of the Lasallian Educational Mission they constitute the representative assemblies that evaluate, discuss and plan the future of Institute.
- ★ The General Chapter has a direct impact on the life of the Brothers, the governance of the Institute and the development of the Lasallian Educational Mission which is examined and discussed in depth by the International Assembly of the Lasallian Educational Mission.
- ★ The General Chapter is the result of processes of reflection involving hundreds of Lasallians from the 33 Districts of the Institute, that is to say, people from all over the world, through consultations with Districts, Brothers and communities, the International Assembly of the Lasallian Educational Mission, the International Symposium of Young Lasallians, the International Assembly of Young Brothers and the International Strategic Committee.
- ★ Guided by the Global Compact on Education and the Declaration on the Lasallian Educational Mission, the General Chapter will define paths to continue transforming lives.
- ★ The three phases in which the Chapter will take place:  
Joy in thanksgiving (Arrival and encounter),  
Boldness in truth (reports, evaluation and projection), and  
Strength in decision (election of the Government and approval of proposals).
- ★ The General Chapter is an assembly that is framed in terms of Pope Francis' call to live in an atmosphere of synodality.



## RELATED MESSAGES

- ★ The Brothers of the Christian Schools is an Institute of lay religious with more than 300 years of history, protagonists of a charism born of the inspiration of John Baptist de La Salle and the first Brothers which they currently share with thousands of men and women, who from different vocations permanently update the educational service.
- ★ The Institute of the Brothers of the Christian Schools is a multicultural congregation, which develops its mission of evangelisation with an ecumenical and intercultural approach.
- ★ The Lasallian Educational Mission is present in 80 countries around the world with 1,125 educational ministries from pre-school to post-graduate and education for life, serving more than one million children, young people and adults.
- ★ At present, 3,116 Brothers and 103,000 lay collaborators (non-religious) carry out the Educational Mission in the style of the charism lived by Saint John Baptist de La Salle and the first Brothers.

## ADDITIONAL INFORMATION

The 46<sup>th</sup> General Chapter will be held from 1-22 May 2022 at the Generalate of the Brothers of the Christian Schools in Rome, Italy.

The decisions of a General Chapter have a direct impact on the life of the Brothers, on the educational mission and on the governance of the Institute. At the end of this Assembly, a report is written for the whole Institute on the decisions taken. And then the Brother Superior General and his Council publish a document called a Circular announcing the strategies for implementing the mandates of the General Chapter.

Total number of participants: 86 representatives from all over the world

- ★ 50 Brothers elected by the 33 Districts.
- ★ 10 Brothers appointed by the Brother Superior General.





- ★ 11 Brothers by right: (the Brother Superior General (1), the former Superiors General (1), the Vicar General (1), the General Councillors (7) and the Secretary General (1).
- ★ 13 Consultant Brothers (10) and Lay (3).
- ★ 2 guests: the Guadalupana Sisters of La Salle (1) and the Lasallian Sisters of Vietnam (1).
- ★ 1 Special guest, Brother Superior General of the Marist Brothers.
- ★ In addition, a Facilitator, Sister Leslie Sándigo, General Councillor of the Daughters of Mary Help of Christians (Salesian Sisters), will be present.

The first General Chapter was held in Paris, France in 1694 with a total of 13 participants and where John Baptist de La Salle officially assumed the leadership of the nascent community of consecrated lay people.

In 1717 the second General Chapter took place in Rouen. Brother Barthélemy was elected as the first Brother Superior General and replaced John Baptist de La Salle at the head of the Institute.

The first General Chapter held at the Generalate in Rome was the 37<sup>th</sup> in 1947, two years after the end of World War II, at which the 118 participants elected Brother Athanase-Emile as Superior General.

Brother Robert Schieler is the 27<sup>th</sup> Superior General; he was elected on 20 May 2104 at the 45<sup>th</sup> General Chapter in which 93 Brothers participated.

## DOCUMENTS FOR FURTHER READING

- ★ Rule of the Brothers of the Christian Schools - Chapter 7.
- ★ Circular 469 of 30 November 2014. Documents of the 45<sup>th</sup> General Chapter.
- ★ Circular 470 of March 24 2015. Towards the year 2021: Living Together our Joyful Mission.
- ★ Report of Brother Superior General of 9 February 2022.
- ★ Circular 476 of 30 April 2020 - Convocation of the 46<sup>th</sup> General Chapter.
- ★ Declaration on the Lasallian Educational Mission.
- ★ Identity Criteria for the Vitality of Lasallian Educational Ministries.



- ★ Circular 475: From Hope to Commitment: Understanding Lasallian Vocations.
- ★ Lasallian Formation for Mission. The Pilgrim's Handbook.
- ★ A conversation for the Lasallian Family. Deepening our identity.

All these documents and others are available at: <https://www.lasalle.org/publicaciones/>

## IMPORTANT DATES OF THE 46<sup>TH</sup> GENERAL CHAPTER

- ★ 1st May: Beginning of the 46<sup>th</sup> General Chapter
- ★ 1 May: Beginning of the first stage: Joy in thanksgiving
- ★ 4 May: Start of the second stage: Boldness in truth
- ★ 12 May: Start of the third stage: Strength in decision
- ★ 15 May: Feast of St John Baptist de La Salle
- ★ 18 May: Election of the Brother Superior General
- ★ 19 May: Election of the Vicar General and the General Councillors
- ★ 20 May: Election of General Councillors continues
- ★ 21 May: Private audience with Pope Francis. Vatican City
- ★ 22 May: Closing ceremony

## OTHER IMPORTANT DATES

- ★ 7 April: Liturgical Feast of the Founder
- ★ 28 April: Birthday of Brother Robert Schieler
- ★ 30 April: Feast of the Founder
- ★ 8 May: Feast of Our Lady of the Star
- ★ 15 May: Feast of the Founder
- ★ 21 May: Anniversary of Robert Schieler's election as Superior General
- ★ 2 June: Anniversary of the election of Brother Alvaro Rodriguez as Superior General in 2000
- ★ 28 May: Anniversary of the re-election of Brother Álvaro Rodríguez as Superior General in 2007



## LINKS AND RESOURCES

**Graphic Resources:** (Available from 11 April)

<https://drive.google.com/drive/folders/1CJ5zzInyuesjsXVdHnhZL1kEIN1ELJ3h?usp=sharing>

**Photographs and videos from the #FSC46GC:** (Available from 27 April)

<https://drive.google.com/drive/folders/1xd2YLFScWHIqOuD2mow4pC4HBRIuB5SE?usp=sharing>

**Institute website:**

[www.lasalle.org](http://www.lasalle.org)

**General Chapter website:**

<http://fsc46gc.lasalle.org>

**Instagram (IG) lasalleorg:**

<http://www.instagram.com/lasalleorg>

**Twitter lasalleorg:**

<http://www.twitter.com/lasalleorg>

**YouTube channel:**

<http://www.youtube.com/LaSalleChannel>

**Spotify La Salle Worldwide:**

[https://open.spotify.com/artist/7hNqPDxBxlzhs1sKO2UY9i?si=Y40xaK1nQSK62\\_Cn6iCPrg](https://open.spotify.com/artist/7hNqPDxBxlzhs1sKO2UY9i?si=Y40xaK1nQSK62_Cn6iCPrg)

**Links to subscribe to the Newsletter:**

English: <http://eepurl.com/g03be5>

French: <http://eepurl.com/g03pHD>

Spanish: <http://eepurl.com/g03Grf>

Italian: <http://eepurl.com/g03Grf>





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