



## Vocation's Presence at CSE's Fall Fest

by Maria Capozzoli

You know what the best thing about being a Vocation Ambassador is? Being able to bridge our communities together – the Sisters of Charity and the College of Saint Elizabeth. It is being able to reinvigorate the charism once more.

For the first time in recent years, the Sisters of Charity joined the College of Saint Elizabeth in celebrating their annual festivity – Fall Fest. This celebration brings together not only the community, but friends and family to the college campus.

Our new Choose Charity logo was emblazoned on some pretty awesome giveaways. The Vocation Office ordered temporary tattoos, reusable and eco-friendly bags, and laptop stickers. The team also wore matching T-shirts which featured the new logo. With our goodies, we took Fall Fest by storm. Not only did our table display our new brand, but it also provided the Congregation with the chance to be present – to put a face to a name. The table was staffed with Sisters, members from the Vocation Advisory Board and lay staff.

Needless to say, the event was a huge success. There was a constant stream of people visiting the table. It was wonderful to see the Sisters interact with the students.

Vocation made its presence known – I can only imagine what's to come next.



*Working the Vocation table at Fall Fest: Nicole Ayala, Seton Associate; Sister Beverly Ornes, SC; and Sheila Tracey, Director, Office of Interns and Volunteers.*



*Selfies with Sisters: Sister Beverly Ornes, SC, with Jessica Bonder, Vocation Social Media Assistant, wearing the Choose Charity T-shirts.*

## Vocation Launches Podcast for the Public

by Jessica Bonder

Throughout 2017, the Vocation Office produced a series of podcasts for the congregation. These short podcasts addressed various topics related to the Vincentian charism. With the resounding success and positive feedback received, Vocation has moved ahead and is launching a podcast for the public.

The first episode of the Choose Charity Podcast is now available for free on SoundCloud. The link to the podcast and all future episodes will be posted on our social media pages, as well as on the SCNJ webpage. The podcast's primary goal is to introduce the Sisters of Charity to those who have perhaps never heard about us.

The first episode is an interview with Sister Roberta Feil, SC. Future episodes will feature Sister Beverly Ornes, Sister Elena Colicelli – and hopefully more! The interviews are conducted in an informal, conversational style. The Sisters share their stories in their own words.

### Vocation Unveils New Branding...and More!

by Jessica Bonder

If you've checked out our Facebook, Twitter, or Instagram pages, you've probably seen our new Choose Charity logo. The logo was designed by Intern and Vocation Ambassador Maria Capozzoli, and was launched at this year's Fall Fest. It's part of our strategic communications plan developed for NRVC's Vocation Ambassadors Program. Other recent developments in our online branding have included increased video content, quotes of our Founders, and social media networking with St. Joseph's Healthcare, St. Vincent's Academy, St. Aloysius Elementary Academy, and of course, the College of St. Elizabeth.



Others possible episodes may include interviews with interns who wish to share their experiences with the Sisters.

Each episode will run about ten minutes. This length is just long enough to keep listeners engaged. It also allows time for more detailed discussions, and personal anecdotes that the public might not hear otherwise. Each episode truly reflects the thoughts of each individual Sister and the spontaneity with which her story was told.

We anticipate the podcast will be an outstanding success and can't wait to hear your feedback. So put in those earbuds and have a listen. We want everyone to remember: Choose Charity!



*The new look of Vocation: The Choose Charity logo designed by Maria Capozzoli, Intern and Vocation Ambassador.*

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