



## Frequently Asked Questions by Alumni

- 1. I received an email/postcard/phone call from a company asking for my personal information and said they were working with Bethlehem Catholic High School. Tell me more about the project.**

We have partnered with PCI (also known as Publishing Concepts) to produce our new alumni directory. PCI is a family-owned business based in Dallas, TX that has published directories for educational institutions, fraternities, sororities, and military organizations across the nation for over 100 years.

This project allows Bethlehem Catholic High School to receive important updates to our database so we can better serve our alumni.

- 2. Does Bethlehem Catholic High School benefit from this at all?**

Yes, in a few different ways:

- Updated Information – allows us to effectively communicate with and engage alumni
- Legacy – preserves the history of our school
- Revenue – generates non-dues revenue for alumni programs (\$1500 at the start - plus \$2.50 per the (BCAD) Becahi Centennial Alumni Directory ordered.
- Pride – wearing apparel shows support and love for our school

- 3. How do I know my information will only be used for directory purposes?**

PCI is committed to protecting your information. The names, addresses and information provided to PCI for the publication of the Directory will be held confidential by PCI, except to the extent that they are utilized in, or in the preparation of, the Directory and except as required by court order or law.

- 4. I would like to verify or update my information. How can I do this?**

- If you received a postcard or an email with a telephone number, you may call the number to speak with a real, live human being representing the Bethlehem Catholic High School project. They will verify the information we have on file for you and make any updates where needed.
- If you received an email with an embedded link, simply click the link to go to the online site and review your information.
- If you did not receive a postcard or email, you may call the dedicated Bethlehem Catholic High School update line at **1-888-821-7828**.
- **Special Note:** If you are living internationally or are unable to call the update line, please email [customerservice@publishingconcepts.com](mailto:customerservice@publishingconcepts.com). PCI will send you a personalized link to update your information.

**5. Can I choose what information prints in the directory?**

When you call to update your information, you can tell the representative if you prefer any of your information to be excluded. You can also communicate your preferences to PCI's customer service helpdesk at 1-800-982-1590 / [customerservice@publishingconcepts.com](mailto:customerservice@publishingconcepts.com) or to the school directly.

**6. Can anyone purchase a directory?**

The Bethlehem Catholic High School Alumni Directory is available for sale only to Bethlehem Catholic High School alumni. **You will be listed in the directory whether you decide to purchase a copy or not.**

**7. When will I receive my directory?**

The total duration of the directory project is about 10 months. Since we began the project in **June of 2024**, the directories will be distributed in **April of 2025**.

**8. I ordered a directory/package over the phone and would like to cancel my order. How do I do this?**

Contact PCI's customer service helpdesk at 1-800-982-1590 / [customerservice@publishingconcepts.com](mailto:customerservice@publishingconcepts.com) and they will take care of this for you.