

Holy Cross Armenian Catholic Church - Outreach Materials

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KHACHKAR STUDIOS
EMPOWERING GOOD NEWS

I-SROI MEMO: BOSTON AREA CAMPUS OUTREACH ROADMAP 2026

August 2026

A 5-action item roadmap with 10 best practices and 3 caveat emptors for Boston area campus outreach for Academic Year 2026-2027. Starting the last week of August with weekly updates. As always, our work is based on extensive analysis of Biblically inspired world-class benchmarks, best practices, and management excellence, the “Framework”. We start every project by asking: what are the world-class benchmarks, best practices, and worst practices? Universal principles are transparency, accountability, and performance/effectiveness. See Attachment A for Assessment Q’s list.

3 Caveat Emptors: Before we start, understand 3 caveat emptors. Prior Armenian Christian outreach on campus in the U.S. has failed in the past for many reasons, three of the most significant are: (1) **Self-defeating contacts** with Armenian student associations, Armenian political organizations, and other religious groups view you as competitors for time and money and actively seek to stop your progress often creating fake obstacles. (2) **Prior efforts** are an example of almost countless worst practices, such as no world-class benchmarking, no best practices, no role-play training, no weekly or monthly numeric goals, and complexity plans rather than simple weekly timelines and action items. (3) **Focused on “fun”** events that compete with other Armenian organizations and do not focus on Jesus and the Bible.

5 Action items: The research identified Catholic and Protestant groups at all 15 institutions, but no Armenian Christian campus organization. Successful performance with this roadmap could qualify among Biblically inspired world-class benchmarks with management excellence.

1. **Lists:** Build and update weekly your list of names and contact information for Armenian students and others active on the 14 campuses. Estimated 460 Boston area campus students.
2. **Pastoral weekly visits:** Starting the last week of August, each week visit two campuses even if you have no scheduled visits. If possible, invite 3 to 5 students for coffee or tea on campus or nearby, with specific dates and times. Avoid long meals. Bring a gift to each meeting. Of note, distribute as many as practical BFBF T-shirts or 8 Biblical Wisdoms and Extraordinary Benefits posters – a very powerful tool for increasing church attendance.
3. **Posters and ads:** Starting last week of August, post posters and start placing ads on college online news sites.
4. **12 apostles:** Find 12 apostles to build your Boston college young apostle group. Keep count.
5. **Bi-weekly group meetings on Sunday:** Once you get a group of 2 or more apostles, have bi-weekly meetings on Sunday to build group power. Remember 80%+ of new church attendees come with a friend or family member, and they keep coming with a friend or family member.

10 Best practices:

1. **Two visits per week:** Throughout the year, visit at least two campuses each week, even if only to check posters and feel the vibe of the campus. This will generate ideas. Start last week of August.
2. **Contact info:** Collect contacts and share with apostles information on ALL potential campus parishioners. Use internet searches, LinkedIn, ASA public scholarship lists, etc.
3. **Video invites:** Share Saturday video invites across all six social media with full contact list.
4. **Leaders:** Focus on high-probability students who are leaders, not almost zero probability students.
5. **Apostles:** Hire 2 apostles, pay \$300 per month for 10 months a year (\$3,000 per year) with bi-weekly meetings on Sunday at church, and mass attendance required.
6. **I-SROI memos:** Pastor and young apostles should study and discuss helpful I-SROI memos, especially the Step #4 I-SROI memo on outreach. See Khachkar Studios – Written Content.
7. **Wisdom:** Education on 8 Biblical Wisdoms and Extraordinary Benefits. Nice college room poster gifts.
8. **Education:** Bring a laptop and suggest that students take Khachkar Studios Masterclass #3 (22-minute video). Remember 200+ goal. Leave the short and long books or send link to PDFs.
9. **Nos and nevers:** No discussion of politics, gossip, or other students or teachers. Never ask for money, play on guilt, or try for membership. And as taught by Sts. Augustine, Aquinas, and Newman, underperformance should not be accepted as God’s will. Never blame others to avoid accountability for underperformance.
10. **Sunday evening or late afternoon Mass:** An amazing common-sense best practice, the best-performing churches in the Boston area have found record attendance by 18 to 29 years of age at evening or late afternoon Mass.

ATTACHMENT A**12 Church College Campus Outreach Performance Assessment Questions***Church Name:* _____

Question #1: On a median non-holiday Sunday, how many young women ages 18 to 29 attend your church? As background, the U.S. Armenian average church has 2 attending, which is 7 per 1,000 (0.7%) attending and 993 per 1,000 (99.3%) not attending.

Answer #1: _____

Question #2: How many on or near campus meetings did you have with any of the estimated [*Fill-In*] students in the [*Fill-In*] campuses within a 30-minute drive last academic year 2025-2026?

Answer #2: _____

Question #3: In the past five years, how many times have you visited any of the campuses in your area?

Answer #3: _____

Question #4: Of the estimated [*Fill-In*] students for academic year 2026-2027 from the college campuses in your area, how many do you know and have contact information for?

Answer #4: _____

Question #5: How many hours have you or your team spent building lists of potential campuses contact names?

Answer #5: _____

Question #6: How many area college campus events have you identified in the past year and current year where Armenian students are likely to attend?

Answer #6: _____

Question #7: How many posters have you printed and placed at or near your campuses?

Answer #7: _____

Question #8: How many "Bring a Friend, Bring a Family Member" T-shirts have you distributed on area college campuses?

Answer #8: _____

Question #9: How many ads have you placed in your area college campus news outlets?

Answer #9: _____

Question #10: How many college campus outreach world-class benchmarks have you studied?

Answer #10: _____

Question #11: How many hours of college campus outreach training have you or your team done this year?

Answer #11: _____

Question #12: Do you have a Sunday late afternoon or early evening Mass (service), which evidence shows is the most popular time for college students?

Answer #12: _____



WORKING DRAFT

15 Boston Area Colleges: 2026 Freshman Orientation and Academic Year ("AY") Starting Dates (As of August 2026)

Church Name: [Insert Name]

Priest Name: *[Insert Name]*

[illegible]

15 Boston Area College Religious Organizations Campus Presence

#	College	Catholic	Protestant	Armenian Christian
1	Babson College	Babson Olin Catholic Association	Babson Christian Fellowship	None
2	Bentley University	Catholic Association	Cru / Bentley Christian Fellowship	None
3	Boston College	Sons of St. Patrick / Multi-chaplaincies (Jesuit)	BC Christian Fellowship	None
4	Boston University	Catholic Center at BU	BU Christian Fellowship / InterVarsity	None
5	Brandeis University	Brandeis Catholic Student Organization	Brandeis Christian Fellowship	None
6	Bunker Hill Community College	St Mary's official designation via the Newman Connection Network	BHCC Christian Club	None
7	Emerson College	Emerson Catholic Community	Emerson Christian Fellowship	None
8	Emmanuel College	Emmanuel College Campus Ministry (Catholic identity)	Ecumenical Christian Fellowships	None
9	Harvard College	Harvard Catholic Student Association	Harvard Christian Fellowship / Cru	None
10	Harvard Law School	Harvard Law School Catholic Society	HLS Christian Fellowship	None
11	Lasell University	Lasell Campus Ministry / Local Parishes	Lasell Christian Community	None
12	MIT	MIT Tech Catholic Community	MIT Graduate Christian Fellowship / Cru	None
13	Tufts University	Tufts Catholic Community	Tufts Christian Fellowship	None
14	UMass Boston	UMass Boston Catholic Student Association	UMass Boston Christian Fellowship	None
15	UMass Lowell	UMass Lowell Catholic Student Union	UML Christian Fellowship	None

Boston Colleges Names Database

#	Name	College	Program	Email	Phone Number	Links	Observations
1	Symona Baatian	Bentley University	Finance	n.a.	n.a.	https://www.linkedin.com/in/symona-baatian/	ASA 2025 Scholarship Recipient
2	Aram Bagdasarian	Harvard University	Statistics and Government	abagdasarian@college.harvard.edu	n.a.	https://www.linkedin.com/in/aram-bagdasarian-36307825b/	ASA 2025 Scholarship Recipient
3	Christopher Cherry	Tufts University	Biology	n.a.	n.a.	https://www.linkedin.com/in/christophercherry/	ASA 2025 Scholarship Recipient
4	Daniel Cherry	Boston College	Political Science	n.a.	n.a.	https://www.linkedin.com/in/danielcherry/	ASA 2025 Scholarship Recipient
5	Stephen Cherry	Boston College	Finance	n.a.	n.a.	https://www.linkedin.com/in/stephen-cherry-227105284/	ASA 2025 Scholarship Recipient
6	Axel Cilingir	Boston University	Computer Science	axelcig@bu.edu	n.a.	https://www.linkedin.com/in/axel-haroutoun-%C3%A7ilinqir-6a78b7267/	ASA 2025 Scholarship Recipient
7	Ashot Gabrielyan	Harvard University	Master of Education	n.a.	n.a.	https://am.linkedin.com/in/ashotgabriel	ASA 2025 Scholarship Recipient
8	Lilia Mkrtchyan	Boston College	Economics and Psychology	n.a.	n.a.	https://www.linkedin.com/in/liliamkrtchyan	ASA 2025 Scholarship Recipient
9	Christopher Papazian	Brandeis University	Music	n.a.	n.a.	n.a.	ASA 2025 Scholarship Recipient
10	Nicole Parnagian	Northeastern University	Biochemistry	parnagian.n@northeastern.edu	n.a.	https://www.linkedin.com/in/nicole-parnagian-83706a301	ASA 2025 Scholarship Recipient
11	Matthew Santerian	Boston College	Finance	n.a.	n.a.	https://www.linkedin.com/in/matthew-santerian-502196382	ASA 2025 Scholarship Recipient
12	Sona Bardakjian	Boston College	Communications	n.a.	n.a.	https://www.linkedin.com/in/sona-bardakjian222	ASA 2024, 2023 & 2022 Scholarship Recipient
13	Lena Bardakjian	Northeastern University	Law	n.a.	n.a.	https://www.linkedin.com/in/enabardakian	ASA 2024 Scholarship Recipient & ASA 2022 Scholarship Recipient (for the Communications program at Boston University)
14	Lori Ganjian	Worcester Polytechnic Institute	Biology & Biotechnology	n.a.	n.a.	https://www.linkedin.com/in/lori-ganjian-36051a229	ASA 2024 & 2023 Scholarship Recipient
15	Hakob Janesian	Boston University	M.S. in Data Science	n.a.	n.a.	https://www.linkedin.com/in/hakob-janesian	ASA 2024 Scholarship Recipient
16	Nikolas Kojoian	Northeastern University	Industrial Engineering	n.a.	n.a.	https://www.linkedin.com/in/nik-kojoian	ASA 2024 & 2023 Scholarship Recipient
17	Hayk Kocharyan	Harvard University	Master's in Learning, Design, Innovation and Tech	n.a.	n.a.	https://www.linkedin.com/in/hayk-kocharyan	ASA 2023 Scholarship Recipient
18	Nora Suren	University of Massachusetts Amherst	Communications	nsuren@umass.edu	n.a.	https://www.linkedin.com/in/nora-suren-phd-17346b57/?locale=en	ASA 2023 Scholarship Recipient
19	Kristen Hekimian	University of Massachusetts Amherst	Biology and Psychology	n.a.	n.a.	https://www.linkedin.com/in/kristen-hekimian-b86698211	ASA 2022 & 2020 Scholarship Recipient
20	Ani Jermakian	University of Massachusetts Amherst	Masters in Art Education	n.a.	413-427-5749	n.a.	ASA 2022 Scholarship Recipient
21	Eileen Melkonian	Babson College	Co-founder of the Armenian Student Association	n.a.	n.a.	https://www.facebook.com/eileen.mariam/ https://www.instagram.com/eileenmelkonian/ https://www.tiktok.com/@eileenmelkonian https://www.linkedin.com/in/eileenmelkonian/	
22	Sophia Karamanoukian	Babson College	Current undergraduate	n.a.	n.a.	https://www.linkedin.com/in/sophia-karamanoukian	

Boston Colleges Names Database

#	Name	College	Program	Email	Phone Number	Links	Observations
23	Alique Haserjian	Bentley University	President of Armenian Student Association	ArmenianStudentAssociation@bentley.edu	n.a.	https://www.linkedin.com/in/aliquehaserjian/ https://www.instagram.com/aliquehaserjian/ ArmenianStudentAssociation@bentley.edu	
24	Talia Der Sarkissian	Boston College	Armenian Club leader/member	dersarkissit@merri-mack.edu	n.a.	https://www.linkedin.com/in/talia-der-sarkissian-957489251	
25	Alessia Danagoulian	Boston University	Third-year Physics Student	n.a.	n.a.	https://www.linkedin.com/in/alessiasworld/	
26	Milena Jabaghyan	Brandeis University	Coordinator at ASA Brandeis	n.a.	n.a.	https://www.linkedin.com/in/milena-jabaghyan-6b4ab1365/	
27	Miko Badalyan	Brandeis University	ASA Brandeis team member	n.a.	n.a.	https://campusgroups.brandeis.edu/asa/contact-us/	
28	Ani Poghosyan	Brandeis University	ASA Brandeis team member	n.a.	n.a.	https://www.linkedin.com/in/anipoghosyan444/	
29	Marika Jamacochian	Bunker Hill Community College	Medical Imaging faculty / contracted faculty.	n.a.	n.a.	https://www.linkedin.com/in/marika-jamacochian-8086429	
30	Vani Hanamirian	Emerson College	Journalism student, member of ACYOA, Holy Trinity Armenian Church	n.a.	n.a.	https://www.linkedin.com/in/vani-hanamirian-39172420b/ https://x.com/vani_hanamirian?lang=en	
31	Kimberly Eretzian Smirles	Emmanuel College	Professor of Psychology	smirles@emmanuel.edu	n.a.	https://scholarqps.com/scholars/37044303999282/kimberly-eretzian-smirles	
32	Lia Krumian	Emmanuel College	A psychology student, an Armenian national team standout	n.a.	n.a.	https://www.instagram.com/lia.krumian1/	
33	Taleen Mardrossian	Harvard University	Faculty, Harvard College Writing Program	taleenmardrossian@fas.harvard.edu	n.a.	https://www.linkedin.com/in/taleen-mardrossian	
34	Michael Astourian	Harvard Law School	Co-President, Armenian Law Students Association	alsa@mail.law.harvard.edu	n.a.	https://www.linkedin.com/in/michael-astourian/ https://www.instagram.com/mastourian/ https://www.facebook.com/michael.astourian/	
35	Anahit A. Melkonyan	Harvard Law School	Co-President, Armenian Law Students Association	anahit_melkonyan@uscourts.gov	n.a.	https://www.linkedin.com/in/anahit-a-melkonyan-3a4010187	
36	Jesse Tauriac, Ph.D.	Lasell University	Associate Vice President & Chief Engagement Officer	JTauriac@lasell.edu	617-243-2173	https://www.linkedin.com/in/jesse-tauriac-b9b350a/	
37	Natalie Muradyan	MIT	Treasurer, MIT Armenian Society, alumni	n.a.	n.a.	https://www.linkedin.com/in/natalie-muradyan-5600451a3/ https://www.instagram.com/naataali_ee/	
38	Siranush Babakhanova	MIT	President of MIT Armenian Society in 2018-2019	siranush.babakhanova@gmail.com	n.a.	https://www.linkedin.com/in/siranushb/	
39	Kyle Pidedjian	Tufts University	President, Tufts Armenian Student Association	director@alliescivm1.org	n.a.	https://www.linkedin.com/in/kyle-pidedjian/	
40	Avak Hasratian	Umass Boston	Senior Lecturer III	Avak.Hasratian@umb.edu	n.a.	https://www.linkedin.com/in/avak-hasratian-4298082b	
41	Cheryl Najarian Souza, Ph.D.	Umass Lowell	Associate Professor, Sociology	Cheryl_NajarianSouza@uml.edu	978-934-4302	https://www.uml.edu/fahss/sociology/faculty/najarian-souza-cherly.aspx	



Boston Colleges Names Database by School

#	College	# of Students
1	Bentley University	2
2	Harvard University	4
3	Tufts University	2
4	Boston College	6
5	Boston University	3
6	Brandeis University	4
7	Northeastern University	3
8	Worcester Polytechnic Institute	1
9	University of Massachusetts Amherst	3
10	Babson College	2
11	Bunker Hill Community College	1
12	Emerson College	1
13	Emmanuel College	2
14	Harvard Law School	2
15	Lasell University	1
16	MIT	2
17	Umass Boston	1
18	Umass Lowell	1

Total

41



Boston Area Sunday Afternoon and Evening Church Services Times -- In Addition to Morning Services

The highest Sunday church attendance among 18 to 29 is the Sunday late afternoon and early evening

Boston Catholic churches / shrines

#	Church	Location	Sunday Afternoon / Evening Mass Time
1	Cathedral of the Holy Cross	75 Union Park Street, Boston, MA 02118	5:30 pm
2	Basilica of Our Lady of Perpetual Help	1545 Tremont Street, Boston, MA 02120	5:00 pm
3	St. Anthony Shrine	100 Arch Street, Boston MA 02110	4:00 pm
4	St. Clement Eucharistic Shrine	1105 Boylston Street, Boston, MA 02215	8:00 pm
5	Shrine of Our Lady of Good Voyage	51 Seaport Blvd, Boston, MA 02210	7:00 pm
6	St. Leonard Church	320 Hanover Street, Boston, MA 02113	5:00 pm
7	St. Cecilia Roman Catholic Church	18 Belvidere Street, Boston, MA 02115	Assessing
8	St. Joseph Catholic Church (Boston)	68 William Cardinal O'Connell Way, 02114	4:00 pm
9	St. Columbkille Parish	321 Market Street, Brighton, MA 02135	5:00 pm
10	St. Anthony of Padua Church	12 Properzi Way, Somerville, MA 02143	4:00 pm
11	Holy Cross Armenian Catholic Church (HCACC)	200 Lexington Street, Belmont, MA 02478	None

Boston-area Armenian churches

#	Church	Location	Sunday Afternoon / Evening Mass Time
1	St. Stephen's Armenian Apostolic Church	1 Artsakh Street, Watertown, MA 02472	None
2	Holy Trinity Armenian Apostolic Church (Cambridge)	45 Brattle Street, Cambridge MA 02138	None
3	Holy Archangels Armenian Church (Haverhill)	1280 Boston Road, Haverhill, MA 01835	None
4	Armenian Church of the Holy Translators (Framingham)	38 Franklin Street, MA 01702	None
5	St. James Armenian Church (Watertown)	465 Mt. Auburn St., Watertown, MA 02472	None
6	St. Gregory Armenian Apostolic Church (North Andover)	158 Main Street, North Andover, MA 01845	None
7	St. Sahag & St. Mesrob Armenian Church (Providence)	70 Jefferson St., Providence, RI 02908	None
8	St. Leon Armenian Church (Fair Lawn)	12-61 Saddle River Rd #369, NJ 07410	None
9	Armenian Memorial Church (Watertown)	32 Bigelow Ave., Watertown MA 02472	None
10	Holy Cross Armenian Catholic Church (Belmont)	200 Lexington Street, Belmont, MA 02478	None





Boston Region Armenian Churches: Weekday Hours Open



1 Benchmarking indicates Armenian Boston-region church daily accessibility hours are currently **46%** of comparable Catholic regional church levels.



2 Within the Armenian Boston region, one church currently maintains zero daily open hours; the regional Armenian average is approximately **five hours** daily.

AVERAGE HOURS OPEN

5

HOURS PER WEEKDAY

#	Church	Address	Phone	Open/Closed on weekdays	Appr weekday hours	Hours Open	URL to Schedule
1	St. Stephen's Armenian Apostolic Church (Watertown)	1 Artsakh Street, Watertown, MA 02472	617-924-7562	Open	9am - 3pm	6	https://soorpstepanos.org/contact/
2	Holy Trinity Armenian Apostolic Church (Cambridge)	45 Brattle Street, Cambridge MA 02138	617-354-0632	Open	9am - 4pm	7	https://htaac.org/
3	Holy Archangels Armenian Church (Haverhill)	1280 Boston Road, Haverhill, MA 01835	978-372-9227	Open	9am-2pm	5	https://www.hyepointearmenianchurch.org/
4	Armenian Church of the Holy Translators (Framingham / MetroWest)	38 Franklin Street, Framingham, MA 01702	508-875-0868	Open	9am-3pm	6	https://holytranslators.org/
5	St. James Armenian Church (Watertown)	465 Mt. Auburn St., Watertown, MA 02472	617-923-8860	Open	9am-5pm	8	https://stjameswatertown.org/visit-st-james/
6	St. Gregory Armenian Apostolic Church (North Andover)	158 Main Street, North Andover, MA 01845	978-685-5038	Open	9am-5pm	5	https://www.saintgregory.org/church-hours.html
7	St. Sahag & St. Mesrob Armenian Church (Providence, RI)	70 Jefferson St., Providence, RI 02908	401-272-7712	Open	9.30am-1.30pm	4	—
8	St. Leon Armenian Church (Fair Lawn / Boston-area diaspora community visitors)	12-61 Saddle River Rd #369, Fair Lawn, NJ 07410	201-791-2862	Open	9am-3pm	6	—
9	Armenian Memorial Church (Watertown)	32 Bigelow Ave., Watertown MA 02472	617-923-0498 or 617-923-2981	Open	9am-2pm	5	—
10	Holy Cross Armenian Catholic Church (Belmont)	200 Lexington Street, Belmont, MA 02478	617-489-2280	Closed	None	0	https://discovermass.com/church/holy-cross-armenian-catholic-church-belmont-ma/





Boston Region Catholic Churches: Weekday Hours Open



AVERAGE HOURS OPEN
ex HCACC

11
HOURS

#	CHURCH	ADDRESS	PHONE	OPEN/CLOSED ON WEEKDAYS	APPROXIMATE WEEKDAY HOURS	HOURS OPEN	URL TO SCHEDULE
1	Cathedral of the Holy Cross	75 Union Park Street, Boston, MA 02118	617-542-5682	Open	6am – 9pm	18	https://bostoncathedral.com/mass-times
2	Basilica of Our Lady of Perpetual Help	1545 Tremont Street, Boston, MA 02120	617-445-2600	Open	6am – 7pm	13	https://www.bostonbasilica.com/weeklybulletins
3	St. Anthony Shrine	100 Arch Street, Boston, MA 02110	617-542-6440	Open	5:30am – 5pm	11.5	https://stanthonyshrine.org/mass-confession
4	St. Clement Eucharistic Shrine	1105 Boylston Street, Boston, MA 02215	613 266-5999 ext. 130	Open	6:30am – 7pm	12.5	https://www.clems.org/st-clement-shrine-schedule
5	Shrine of Our Lady of Good Voyage	51 Seaport Blvd, Boston, MA 02210	339-201-1184	Open	10am – 6pm	8	https://seaportshrine.org/holy-lady-of-good-voyage-schedule
6	St. Leonard Church	320 Hanover Street, Boston, MA 02113	617-523-2110	Open	7am – 7pm	12	https://stleonards.bartlettstreet.org/mass-schedule-times
7	St. Cecilia Roman Catholic Church	18 Belvidere Street, Boston, MA 02115	617-536-4548	Open	8am – 5pm	9	https://www.stceciliaboston.org/mass-information/
8	St. Joseph Catholic Church	68 William Cardinal O'Connell Way, Boston, MA 02114	617-523-4342	Open	6am – 6pm	12	https://www.stjosephboston.org/mass-schedule
9	St. Columbkille Parish	321 Market Street, Brighton, MA 02135	617-782-5774	Open	7am – 12pm	5	https://www.brightoncatholic.org/mass-times
10	St. Anthony of Padua Church	12 Peverell Way, Somerville, MA 02143	617-625-4530	Open	9am – 5:30pm	8.5	https://www.saintanthonysomerville.com/mass-times
11	Holy Cross Armenian Catholic Church (HCACC)	200 Lexington Street, Belmont, MA 02478	617-489-2280	Closed	None	0	https://discovermass.com/church/holy-cross-armenian-catholic-church-belmont-ma/



Holy Cross Armenian Catholic Church in Belmont is closed on weekdays and has zero hours open.



TRANSparency

Accountability

Performance

