

**2014-15 MARKETING, OUTREACH, AND RECRUITMENT EVENTS**

| <b>Event / Location</b>   | <b>Focus</b>   | <b>When</b>    | <b>Geographic Location</b>             |
|---|--|----------------|--|
| Mexican American Student Services Quarterly Events <i>*targeted towards Latino families of middle school and high school students</i> | Inform families of support services, educational opportunities (ALE, Magnet, etc.) | Quarterly      | Central, East, West, South (city-wide) |
| African American Student Services Quarterly Events <i>*targeted towards African-American middle school families</i>                   | Inform families of support services, educational opportunities (ALE, Magnet, etc.) | Quarterly      | Central, East                          |
| African American Student Services Superintendent Event <i>*targeted towards African-American families</i>                             | Inform families of support services, educational opportunities (ALE, Magnet, etc.) | Quarterly      | Central                                |
| Literacy Event at Children's Museum   | Magnets  | September 2014 | Central                                |
| Parent University, Pima Community College   | College Readiness, Magnets   | October 2014   | West                                   |
| College Night, Tucson Convention Center   | College Readiness, Magnets   | October 2014   | Downtown                               |
| Celtic Festival   | Magnet Recruitment   | November 2014  | Northwest                              |
| FAME (Family Arts and Music Experience)   | Magnets  | November 2014  | Downtown                               |
| International Festival  | Magnets  | November 2014  | East                                   |
| MS / HS Magnet Recruitment Events   | Magnets  | December 2014  | East, Central, & West                  |
| Zoo Lights  | Magnets  | December 2014  | Central                                |
| Beyond 2015   | Magnets  | January 2015   | Downtown                               |
| JBF Grow Show   | Magnets  | January 2015   | Downtown                               |
| Sci Tech Festival Children's Museum Tucson  | Magnets, science   | February 2015  | Downtown                               |
| Pima County Health Fair   | Kinder, Magnets, Open Enrollment   | February 2015  | Downtown (Tucson High)                 |
| Tucson Festival of Books, University of Arizona   | Open enrollment, magnets   | March 2015     | Central                                |
| Elementary School Magnet Recruitment Events,  | Magnets  | March 2015     | East, West Central                     |
| Juneteenth 2015   | Magnets, Food Services   | June 2015      | Central                                |