

EXHIBIT B

Roskruge Targeted Integration Action Plan**Year of Implementation: 2020-21****Principal: Yvonne Torres Regional Superintendent: Mark Alvarez****Integration Team: Principal; Assistant Principal; Magnet Coordinator; Curriculum Support Provider**Student Profile

Mobility Rate (Rate)	F&RL (% of FRL Students)	ELL (% of ELL Students)	ExEd (% of ExEd Students)
13.7%	67%	13.83%	10.2%

School Integration Profile

Enrollment	White		African American		Hispanic/Latino		Native American		Asian/Pacific Islander		Multi-Racial		Total N
	N	%	N	%	N	%	N	%	N	%	N	%	
2019-20	39	6%	21	3%	525	81%	45	7%	2	0%	17	3%	649
% non-neighborhood													86%
2019-20 Avg K-8 Enrollment	13%		9%		69%		4%		2%		1%		
USP Integration Range + / - 15% Dist Avg													
	0-26%		0-24%		54-70%		0-19%		0-17%		0-16%		
Future Integration Range + / - 25% Dist Avg													
	0-38%		0-34%		44-70%		0-29%		0-27%		0-26%		

School Integration Goals

1. Roskruge is making progress towards integration if it is Integrated in kindergarten and such integration is maintained through first grade (USP Integration definition).
2. Roskruge is integrated if all racial/ethnic students groups fall within +/-15% of the District average for K-8 schools, and no group is over 70%.

School Integration Analysis

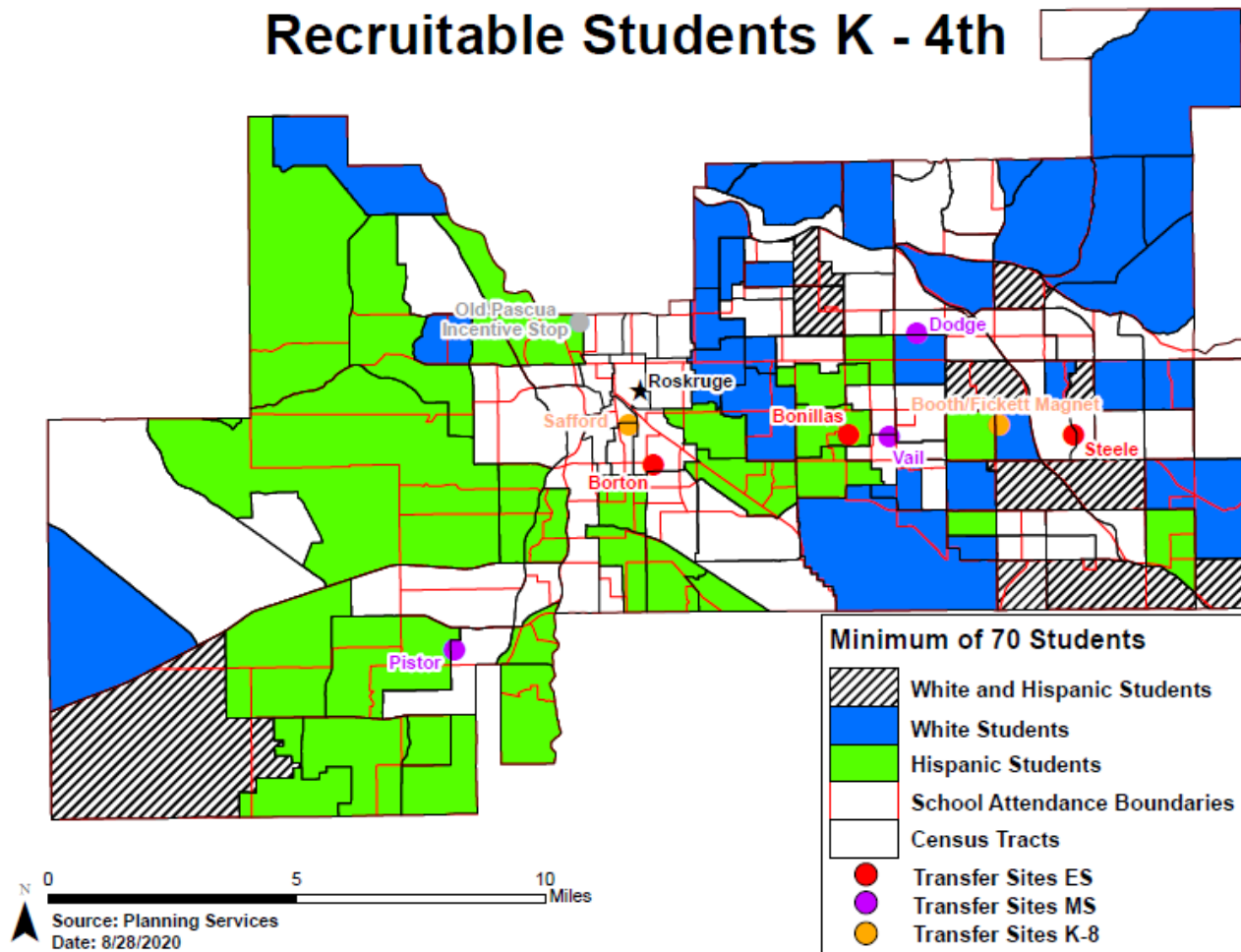
Roskruge is a racially concentrated, two-way dual language magnet K-8 school, with a Hispanic population over 80%.

A. Targeted Population; Recruitable Students

Targeted Population: Non-Hispanic Students

Targeted Recruitment Goal: 106 non-Hispanic students.

Targeted Zones: to the east of Roskruge lies a targeted zone with 30 or more recruitable white students in grades K-4. There are very few seats available for 6th grade at Roskruge: existing 5th graders tend to remain, and TWDL students from other elementary schools (especially the pipeline from Davis ES) enroll in high numbers. Thus, the analysis and strategies focus on K-5 integration, starting at entry grades Kindergarten and 1st grade.



B. Transportation

1. Assessment

Existing Services

Roskruge does not utilize yellow buses for in the morning or afternoon. Roskruge has one exceptional ed route serving 26 students (with fewer students routed in the morning), one late activity bus route, no students assigned to public transportation, and no contracted services routes. Roskruge currently utilizes three express shuttles: Booth-Fickett to Roskruge; Vail to Roskruge; Dodge to Roskuge. Roskruge is not a transfer site, but receives non-express shuttles from transfer sites Safford and Pistor.

Needs Based on New Priorities; Service Gaps

At the current time, Roskruge has magnet transportation from all over TUSD, and four express shuttles. There are no newly-identified transportation needs.

2. Strategies

For SY2021-22 (to begin promotion in the fall of 2020), the District will continue to promote free magnet transportation and the four express shuttles. The District will also continue to study the feasibility of an express shuttle from Bloom to Roskruge for the 2022-23 school year to support Bloom students who want to continue in the TWDL pipeline, and the possibility of priority enrollment.

3. Monitoring Ridership and Evaluating Effectiveness

SY2019-20

Roskruge promoted express shuttles in the fall of 2019 to families enrolling for the SY2020-21, but those outreach efforts were seriously disrupted by school closures. It is difficult to gauge the impact of the new express shuttles because outreach was interrupted, and because the start of physical attendance to school has not yet begun – so there is no current information about ridership for the SY2020-21 express shuttles to Roskruge.

SY2020-21

Student Ridership is a student-tracking software module that enables TUSD's transportation department to monitor student card scans on and off the bus, offering real-time data to help improve planning decisions about the required size of the bus, to analyze opportunities for stop consolidation, and to identify ridership trends. The District will use the Ridership Monitor, part of the Student Ridership module, to monitor the race/ethnicity of students utilizing incentive transportation to Roskruge to determine if students are utilizing free transportation to further improve integration. Ridership will be analyzed on a quarterly basis to determine the effectiveness of the route. Ridership report/findings will be provided to the DSA and evaluated by CSA on a quarterly basis.

4. Budget

There are no additional costs at this time. The District will explore an express route to serve students finishing 5th grade at Bloom in SY2021-22, to be implemented in SY2022-23. However, TUSD will seek first to utilize its existing strategy of converting existing routes to serve as this express shuttle route.

C. Marketing, Outreach, and Recruitment

The Magnet department, Communications department, Coordinated Student Assignment (CSA) committee work together to coordinate marketing aspects of the recruitment effort. Other departments also assist in outreach and recruitment, including AASSD, MASSD, Family and Community Outreach, and Language Acquisition. Magnet schools utilize a variety of school-specific strategies, including: mailing flyers and postcards and calling families to follow up; offering school tours, magnet open houses, and magnet festivals; using electronic communication (Facebook and emails); hosting theme-related events for parents and families; and utilizing community partnerships.

1. Foundation

The foundation for Roskruge's marketing, outreach, and recruitment strategies is the Magnet and ALE Outreach Addendum, and TUSD's districtwide "Knowledge Changes Everything" campaign (KCE).

KCE is an ongoing campaign that celebrates the power of diversity, seeks to educate parents and students about the research-based benefits of learning from each other,

and encouraging parents to consider these benefits for their student when making decisions about where to enroll their child.

Roskruge marketing and outreach will continue to highlight the bilingual, biliterate, and bicultural learning environment fostered by its two-way dual language program. Roskruge will also promote multiple express shuttles, its proximity to the University of Arizona and downtown Tucson for working parents, and their sought-after mariachi and folklorico programs.

2. Professional Learning

At Roskruge Bilingual Magnet K-8, all administrative staff, office staff, and any other relevant staff members took the online student assignment training to understand the benefits of an integrated education. In the fall of 2020, prior to the start of the priority enrollment window for SY2021-22, Roskruge's staff will participate in a targeted professional learning with the Director of Student Assignment and members of the Coordinated Student Assignment committee to review the training, engage in real-life recruitment scenarios, and delve deeper into the planning and preparation for Roskruge's strategies for the forthcoming enrollment period.

3. Strategies

The ALE/Magnet OR Addendum, Ex. 1 sections C "Site-Based Magnet Outreach" and D "Marketing Strategies" provide the foundation for Roskruge's marketing and outreach strategies.

- Provide families with "giveaways" (pencils, pens, folders with school information, water bottles, laynards, and stickers) that have Roskruge information printed on them at events, tours, and community meetings. Post Roskruge magnet logo, magnet theme and mascot posters throughout the interior of the school (attraction for families that tour or visit our campus). Mount huge vinyl banners on the perimeter of our school with our school logo -Roskruge Dual Language- as well as huge banners with the Magnet logo. Moving forward, magnet coordinator will have a "Magnet Corner" section in the Principal's newsletter every month, highlighting student work or teacher projects that embrace the Two-Way Dual Language program.

- Kinder Care Packages: pages and brochures to thirteen neighborhood preschools.
- Four TWDL nights that allowed students and their families to learn about TWDL (including a targeted TWDL night at Bloom to begin creating relationships with existing 4th grade families)
- University of Arizona “Lo Que Pasa” ad placement. Weekly posts on social media (Facebook and Instagram) about upcoming school events. Reach out to our community partners for poster displays on windows and counters (heavy focus on 4th Ave. businesses). Expand on adding poster displays to big companies such as Geico, Tucson Electric Power Company and Caterpillar Tucson Regional Offices. *During COVID plan:* Create flyers and information posters that can be sent through an email, which can be distributed by the point of contact at these companies.
- Participate in the district’s School Open Choice events. Drop off flyers and pamphlets at daycares and preschools. Hold parent meetings at Davis Bilingual Magnet School prior to district pipeline acceptance letters sent in 2nd quarter. Invite other Two-Way Dual Language schools, such as White Elem., Mission View Elem., Bloom Elem., and Grijalva Elem. for a middle school tour during 2nd and 3rd quarter. Reach out to the 5th grade teachers at the TWDL schools mentioned above to provide a 20-25 minute lesson in Spanish, math in Spanish or science in Spanish (middle school courses) to promote continuation of the program at Roskruge. Continue to work with T.U.S.D.’s Native American Student Services to complete Release of Information (ROIs) on current students that have not been registered under a tribe but rather as Hispanic.

COVID plan

Hold Zoom meeting for Davis parents to provide pipeline information. Create a virtual tour (post to school website) to send to all our TWDL schools and have Zoom meetings set up for questions and answers following the tours. Virtual tour will also be sent to the district to post on their website and social media. Create a “Roskruge Alumni” video where former students make short clips of what they most appreciate

from what the dual language program taught them-this can also be posted on our website and social media pages, as well as the district's social media page.

4. Monitoring and Evaluating Effectiveness

SY2019-20

After reviewing the 40th Day data from SY2019-20, the Magnet department, along with the Communication and Media Relations department, worked directly with the Roskruge principal and magnet coordinator to complete a Targeted Integration Plan. Roskruge identified specific targeted areas of non-Hispanic students and completed a plan that included the following components: critical action to address the desired outcome; person completing action; timeline; and resources needed. Follow-up meetings were held with all stakeholders involved to review and to revise the progress of the action steps. The findings were reported to the CSA for additional review, feedback, and adjustment. Implementation was severely hampered by the closing of schools in the spring during the time within which Roskruge staff would have been engaged in high levels of outreach and recruitment.

SY2020-21

Roskruge will engage in the following strategies this school year to supplement efforts described in its Magnet School Plan, and the activities outlined in the 2019-20 targeted plan:

Staff will create a survey that will go to all new Roskruge families asking them to provide information about how they heard about Roskruge for enrollment (provide options such as: a relative/friend, social media, TUSD website, flyer, school tour). The survey will be targeted to all families who listed Roskruge as a 1st, 2nd, or 3rd choice on their applications. Staff will also work with the School and Community Services department to add a similar question to the enrollment application on paper as well as on-line, to collect data on how families are hearing about Roskruge to better gauge the impact of marketing, outreach, and recruitment efforts.

Roskruge will submit a monthly report to the CSA by the 10th of each month (first report due October 10). The Director of Student Assignment (DSA) and the coordinated student assignment (CSA) committee will review monthly reports and, where necessary, will meet with the Roskruge Integration Team for follow-up. The

DSA/CSA will monitor plan implementation from October through June. In January, the DSA/CSA will begin evaluating the effectiveness of the plan by analyzing the race-ethnicity of students who have submitted applications to Roskruge.

Each year in June, the DSA/CSA will submit a report to the Superintendent and Assistant Superintendents detailing the implementation status and outcomes for all non-magnet integration plans through the end of the school year.

By September 1, 2021, after the 10th day enrollment data has been released and analyzed, the DSA/CSA will submit a supplemental report on outcomes and recommending adjustments to the plan, if needed. Where necessary, the DSA will meet with the site Integration team to review changes and finalize the adjusted plan.

By October 1, 2021, the school shall complete any adjustments to the plan based on DSA/CSA recommendations, and considering any significant adjustments based on 40th day enrollment data.

5. Budget

As a magnet school Roskruge gets budget allocation already and will use these funds for marketing strategies.