APPENDIX II – 54

Report II.K.1.m   Marketing, Outreach and Recruitment Plan (updated milestones SY 2015-16

This activity supports students and families by encouraging them to learn about educational opportunities to promote voluntary choice and movement to enhance integration and reduce racial isolation.

USP Language: *"By 2013, the District shall review and revise its strategies for the marketing to and recruitment of students to District schools to provide information to African American and Latino families and community members throughout the District about the educational options available in the District. These revised strategies shall include, but not be limited to:*

a. Holding marketing and recruitment fairs for students and parents in several geographically diverse District locations;

b. Creating or amending an informational guide describing offerings at each school site. The guide shall be distributed via mail and email to all District families; posted on the website in all Major Languages; and available in hard copy at all school sites, the Family Center(s), and the District Office;

c. Pursuant to Section (VII), developing Family Center(s) to assist with enrollment, attendance, and program questions and concerns;

d. Engaging with community groups to share information and involve local stakeholder organizations in the enrollment process, as coordinated through the director of student assignment and the family engagement coordinator pursuant to Section (VII);

e. Hiring or contracting for appropriate technology to manage the assignment process; and

f. Developing a web-based interface for families to learn about schools and submit application(s) online.

The District shall disseminate this information in all Major Languages through Family Center(s), the District's website and other media as appropriate." [II.I.1]

"The District shall provide prospective and enrolled families with information regarding the availability of free transportation at school sites, at the Family Center(s), at the District Office, and on the website." [III.A.5]

The District shall provide, as part of its Annual Report: A copy of the outreach and recruitment plan developed pursuant to the requirements of this Section [II.K.1.m]

Description: The District developed a Marketing, Outreach, and Recruitment (MORe) Plan during the 2013-14 school year. The MORe Plan is a set of specific strategies and, as such, has been revised for the 2014-15 school year. This implementation plan

outlines the steps necessary to implement the revised MORe Plan, and to provide information to prospective families and community groups in accordance with the USP.

Main Objectives (USP):

- To inform families about the extensive learning opportunities available in the District
- To recruit new students to the District, particularly to Magnet schools and programs
- To increase diversity of the student body (Districtwide and at targeted schools)
- To ensure that materials appropriately reflect and address the needs of African American and Latino families
- To educate the broader Tucson community about the goings-on and opportunities within District schools and support services
- To provide enrolled and prospective families with information about availability of free transportation at school sites, at the Family Center(s), at the District Office, and on the website.

RACI:
Responsible: Stefanie Boe, Director of Communications
Accountable: Scott Morrison, Chief Information Officer
Consultants (Subject Matter Experts): Alma Iniguez, Family Engagement Director (FACe), Charlotte Patterson – Student Placement, Mike Johnson, Bryant Nodine, Vicki Callison, Michelle Valenzuela, Richard Foster, Jimmy Hart, and Maria Figueroa.
Informed: Dr. H.T. Sanchez, Dr. Adrian Vega, Martha Taylor, Stuart Duncan, Sam Brown

Definitions:

Family Centers – refers to District-level center(s) designed to provide information to families about a number of subjects, including enrollment options, the availability of transportation, and the District's academic programs and offerings by location.

Major Languages – refers to the most commonly spoken languages other than English for ELLs in the District, including Spanish, and any other language that the District shall add whenever the number of students with that language background reaches 100 pursuant to Governing Board Policy KBF – R.

Parent – refers to either or both biological or adoptive parent(s) of the student, the student's legal guardian, or other person(s) legally responsible for a student under state law.

Magnet Schools and Programs - A program within a school or a school which focuses on a theme or specific instructional approach, such as a specific academic area, a particular career or a specialized learning environment; attracts students of diverse racial and ethnic

backgrounds; and encourages students to choose a school other than their attendance boundary school to participate in the magnet theme or instructional approach offered at that program or school.

School Choice: the election by a parent/student, through Open Enrollment or Magnet Enrollment, to attend a school other than the school that services the area in which they reside.

Major Milestones:

- August 2015: begin producing video tours of school sites
- September 2015: launch TeamTUSD to highlight and engage internal and external audiences in spreading the positive messages of the schools
- September 2015: begin adding videos to school websites as they are produced and updating school website as needed
- September 2015: begin participating in outreach events
- November 2015: begin marketing open enrollment and school choice lottery via web, social media and commercials (IF lottery date has been set)
- November 2015: publish revised school choice catalog to website and deliver link via Parentlink to all families
- December 2015: launch TUSD en Espanol on Facebook/Twitter and website

Major Reporting Dates:
1. June 2016

Deliverables

A. Marketing and Recruitment
  1. Participate in Outreach Events
  2. Market school choice and open enrollment

B. Informational Guide
  1. Update Informational Guide
  2. Distribute Informational Guide

C. Family Center(s)
[This is reported in the Section VII Implementation Plan.]

D. Engaging with Community Groups
1. Using social media to reach the community at large about programs and schools available and open enrollment
2. Increase outreach to local Media to ensure open enrollment and school choice get wide coverage
3. Highlight "TeamTUSD" groups in newsletter, on social media and web to

E. Appropriate Technology to Manage the Assignment Process
[This is reported in the Section II(03) Implementation Plan.]

F.   Web-based Interface
1. School Information on Web

2. Web-based Application [reported in the Section II(03) Implementation Plan]

3. Video based tours of school sites to begin "interactive" catalog

4. Videos placed on school websites and websites updated as needed

G. Disseminating Information in Major Languages
1. School Choice Application
2. Registration Form
3. Catalog of Schools
[The number of copies printed will remain small, and will only be provided in English and Spanish. Translations to the other Major Languages will be available online and can be printed at the Family Centers as needed.]

A. Marketing and Recruitment				
Deliverable	**Task**	**Timeline**	**Evidence**	**Owner(s)**
1. Participate in Outreach Events	Compile a master event list for District and non-District events for 2015-16; revise	Oct. 30, 2015	List of Events; with locations	Stefanie Boe
	Participate in targeted events	May1, 2016	List of Events in which TUSD participated; show locations	Stefanie Boe

B. Informational Guide				
Deliverable	**Task**	**Timeline**	**Evidence**	**Owner(s)**
1. Create Informational Guide	Update the catalog of schools	Nov. 30, 2015	Catalog of Schools	Stefanie Boe
2. Distribute Informational Guide	Send link via Parentlink of posted/printable catalog	Nov 30, 2015	Parentlink message	Michelle Valenzuela
	Post on website	Nov. 30, 2015	Link	Stefanie Boe
	Let schools know they can PRINT their page of the catalog of schools	Nov. 30, 2015	Copy of email	Stefanie Boe
	Alert Family Centers about new version online/Provide poster in major languages with QR code	Nov. 30, 2014	Copy of email, copy of poster	Stefanie Boe
	Hard copies at District Office/post poster in major languages with QR code	Nov. 30, 2014	Copy of poster	Stefanie Boe

C. Family Center(s)
[This is reported in the Section VII Implementation Plan.]

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D. Engaging with Community Groups

Deliverable	Task	Timeline	Evidence	Owner(s)
1. Increase social media	Share good news, program and open enrollment information via social media channels to increase awareness, Boost as needed to ensure it's delivered to hard to reach audiences	June 15, 2016	Facebook Chart showing increase	Stefanie Boe
2. Increase media presence	Reach out to local media to build relationships and help tell the story of open enrollment and programs	May 1, 2016	Links to media coverage	Stefanie Boe
3. Launch TeamTUSD	Launch TeamTUSD to highlight the teams working and going to school in TUSD and engage internal and external audiences in positive messaging	October 1, 2015 and ongoing	Links to webpage	Stefanie Boe

E. Appropriate Technology to Manage the Assignment Process
 [This is reported in the Section II(03)Implementation Plan.]

F. Web-based Interface

Deliverable	Task	Timeline	Evidence	Owner(s)
1. School Information on Web	Catalog of Schools on TUSD1.org	Nov. 30, 2015	Link	Stefanie Boe
2.Transportation information on web	Post information about transportation options and incentive transportation on TUSD1.org	August 1, 2015 and ongoing	Link	Stefanie Boe
2. Web-based Application	This is reported in the Section II(03) Implementation Plan.			

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G. Disseminating Information in Major Languages

Deliverable	Task	Timeline	Evidence	Owner(s)
1. School Choice Application	This is reported in the Section II(03) Implementation Plan.			
2. Registration Form	Translate into Major Languages	TBA with lottery date	Links (hard copies available in English and Spanish; others printed as needed)	Charlotte Patterson
3. Catalog of Schools	Translate into Major Languages	TBA with lottery date	Links (hard copies available in English and Spanish; others printed as needed)	Charlotte Patterson

D. Providing Transportation Information to Families

[This is reported in the Section III Implementation Plan.]