

APPENDIX II – 19

II.K.1.m Marketing, Outreach and Recruitment Plan

Outreach and Recruitment

By April 1, 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.

Description: The District developed a Marketing, Outreach, and Recruitment (MORE) Plan during the 2013-14 school year. The MORE Plan is set of specific strategies and, as such, has been revised for the 2016-17 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.

Major Milestone(s):

1. Fall 2017: Continue producing and posting promotional videos of school sites.
2. SY 2017-18: Continue year four of participating in community outreach events and include the Enrollment Bus where possible.
3. SY 2017-18: Expand TuDistrito, the district's Spanish-language content platforms.
4. SY 2017-18: Revise the transportation brochure with updated information including Express Shuttles

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5. SY 2017-18: Ensure transportation brochures and information are available at school sites, at the District, in Family Centers and on the website.
6. Fall 2017: Market Open Enrollment and School Choice windows.
7. SY 2017-18: Continue to research and market the benefits of an integrated education to parents/guardians/community and employees during the open enrollment window and continuing as appropriate throughout the school year.
8. SY: 2017-18: The District will provide training for all administrators, coordinators, and teachers at all schools to increase their understanding of its new web system.
9. SY 2017-18: The District will pilot an entry-grade school choice planning event.