

APPENDIX II-9

**Targeted Integration Strategies
SY 2019-20**

School: Holladay Elementary

Principal: Tonya Strozier

Target Area: Integration

40th Day Enrollment Data:

On the preliminary 40th day of 2019-2020, Holladay Elementary school was not integrated with student enrollment of 187 students, at 6% White, 26% African American, 63% Hispanic, 1% Native American, 1% Asian American and 3% Multi-racial.

Primary Data: On the preliminary 40th day of 2019-2020, Holladay Kindergarten class was not integrated with student enrollment of 21 students, at 10% White, 19% African American, 57% Hispanic, 0% Native American, 5% Asian American and 10% Multi-racial.

Focus Area: School Specific Integration Strategies to Ensure Kindergarten Class is Integrated			
Critical Action To Address the Desired Outcome	Person Completing Action	Timeline	Resources Needed
Create flyer	Leslie		
Email Geico	Tonya		flyer
Email Caterpillar	Tonya		flyer
Preschool	Tonya		Meera emailed list to Tonya
Tucson High pipeline?			
Sponsor social media, ads to boost	Leslie, Tonya		
Meet with Reem to carve out places for siblings	Janna		
U of A advertisement			Meera to ask Yvonne

**Targeted Integration Strategies
SY 2019-20**

School: Palo Verde High

Principal: Eric Brock

Target Area: Integration and Enrollment

40th Day Enrollment Data:

On the preliminary 40th day of 2019-2020, Palo Verde High school was integrated with student enrollment of 791 students, at 26% White, 20% African American, 45% Hispanic, 2% Native American, 3% Asian American and 4% Multi-racial.

Focus Area: School Specific Integration Strategies to Ensure integration and boosted enrollment in incoming 9th grade for SY 20-21		
Goal	Critical Actions to Address the Goal	Notes
1. Explore Feeder Middle Schools promotion opportunities	a. Having a display board, corner, wall, or area assigned to Palo Verde. Have Signs, cap and gowns, photos, information cards, etc. to self-promote the school to the students. Communications will help to design and order printing of materials needed.	Completed at TUSD feeders (Deitz, Fickett, Naylor, Dodge, Mansfeld and La Paloma)
	b. Have sports teams participate in "half time games" at Palo Verde..	Trying to get families has been challenging, trying to get them weekend smaller games (hosted at Palo Verde) marketing materials
	c. Communications will create videos to show at the Middle Schools websites and social media	5-6 videos on social media, school website Website updated monthly. Newsletter updated monthly Sally from Communications is in touch regarding updating website Track views, answer questions, offer tours Magnet coordinator attends every other week at Base events LOOK AT USP IF DESIGNATED FEEDER

		<p>VAIL AND SABINO SENDS BUSES TO BASE TO GET KIDS</p> <p>DISCUSS EXPRESS SHUTTLE OPTION</p> <p>LOOK AT BORMAN KIDS COMING TO PALO VERDE ON SCHOOL CHOICE</p> <p>PRINCIPAL WELCOME VIDEO</p> <p>Send postcards Do PARENTLINK GO TO VAIL CHANGE PERCEPTION OF PALO VERDE (SAFETY, MAGNET, ACEDEMICCS)</p> <p>Getting families to talk about Palo Verde</p> <p>Work with Americore, PBIS and do neighborhood cleanup</p> <p>Tap the alumni group</p> <p>Recruiting task force</p>
	<p>d. Shadow day visits. Have middle School students spend a few hours at Palo Verde to get the feeling of being a Palo Verde student.</p>	
	<p>e. Counselors to promote Palo Verde opportunities to their students such as CTE, ALE, Sports, Fine Arts, and other.</p>	
<p>2. Video Opportunities</p>	<p>a. Virtual Tour. Communications will produce a "Welcome to Palo Verde" video. The video will include technology, sports, math, science, engineering, music, band,</p>	
	<p>b. CTE opportunities, ALE opportunities, high tech classrooms, etc. Mr. Brock will provide a list of all the</p>	

	<p>elements he wants the video to highlight. We will create a script and edit 2 versions of the video. A 2:00 minute for Social Media and Website and a longer version for in school tour visits. PV will identify 2 students, boy and girl, to be the hosts of the tour video.</p>	
	<p>c. The One to One computer program video will highlight the benefits of having a laptop and/or iPad. (Already on the works).</p>	
	<p>d. Sports and Performing arts coverage of middle schools visiting Palo Verde events.</p>	
<p>3. Advertising and Marketing</p>	<p>a. GEO-Targeting-Communications will create a campaign for the geographical area of Davis Monthan Base to promote Palo Verde to the families at Borton and the new residents coming in to the base.</p>	
	<p>b. GEO-fencing-Communications will research opportunities for events and special buildings to promote Palo Verde.</p>	
	<p>c. School Bus advertising. Communications will identify school buses from feeder middle schools to add magnetic signs promoting Palo Verde. The schools included in this plan will be Booth Fickett, Dietz, Alice Vail, Roberts-Naylor, Borman, Dodge, and Secrist. Communications will look into the possibility to include advertising inside the school buses an ad of The P.V. Tech 4 Success campaign</p>	

**Targeted Integration Strategies
SY 2019-20**

School: Roskruge

Principal: Yvonne Torres

Target Area: Integration

40th Day Enrollment Data:

On the preliminary 40th day of 2019-2020, Roskruge K-8 was racially concentrated with student enrollment of 649 students, at 6% White, 3% African American, 81% Hispanic, 7% Native American, 0% Asian American and 3% Multi-racial.

Primary Data: On the preliminary 40th day of 2019-2020, Roskruge Kindergarten class was racially concentrated with student enrollment of 51 students, at 8% White, 6% African American, 75% Hispanic, 8% Native American, 0% Asian American and 4% Multi-racial.

Focus Area: School Specific Integration Strategies to Ensure Kindergarten Class is Integrated			
Critical Action To Address the Desired Outcome	Person Completing Action	Timeline	Resources Needed
African American Elem. Recognition Ceremony	Yvonne Torres & Clarinda Rubio	Dec. 18 th 4:00 Set up.	New flyers with information
Dr. Holt- Called 12/9/19- Currently on winter break and will resume in Feb. or March. Dr. Holt will see about getting Roskruge on the agenda for Feb. or March. Follow up in Jan. with Dr. Holt	Yvonne Torres & Clarinda Rubio	Dr. Holt will try to add us to the agenda for Feb. Or March.	
Roxanne Begay 12/9/19- Native American Community Meetings. Ms. Jaramillo spoke with principals from other schools that attend this and they gave her information. We will continue to attempt contact with Ms. Begay.	Clarinda Rubio & Yvonne Torres	Left Messages	
Requesting names of pre-schools for recruiting.	Reem Kievit	Janna Requested	
Ad in U of A "Lo Que Pasa"	Yvonne Torres		
Recruiting for the Asian community.	Maura Gopalan		