

<p>+</p> <p>Community and Family Outreach</p>		



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A Collaboration between MCCPSE and re (DESIGN)
2008-2009

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Agenda

- Establishing Parental Demand and Community Support
- Relationships with Community Agencies
- Parental Satisfaction



Community Support: What materials to you need?

- A postcard with brief info. about the school, including mission, key features, and contact info. (In English and any other languages of your target population)
- A set of dates for Info. Sessions about the program
- A website...with a down-loadable application
- A dedicated phone number, email and PO box
- A Brochure about the program, with an application

The collage displays four distinct website designs for charter schools. The top-left page, 'OUR STORY OUR FAMILIES OUR SCHOOL JOIN US', features a large image of a woman reading to a child and includes contact information for 'THE PACIFIC INN'. The top-right page, 'Fayerweather Street School', has a grid of photos and a 'Welcome to Fayerweather' message. The bottom-left page, 'Phoenix Charter Academy', includes a 'Click Here to Donate' button and photos of students. The bottom-right page, 'GLOUCESTER COMMUNITY ARTS CHARTER SCHOOL', features news articles and a logo.

+ Creating Demand and Support

- See if local churches will allow you to make a 2-3 minute presentation, and host a table by the entry-way to get signatures.
- Visit (and Place flyers) in hospitals, health clinics, after-school academic and recreation programs, day-cares, supermarkets, nail/hair salons, and children's clothing/toy stores (where mothers/families go): get signatures and letters of support
- Visit social service agencies, community centers, affordable housing orgs., and minority civil orgs.: get letters of support and leave materials.


+ Creating Demand/Support

- Find volunteers who will go door-to-door to speak with people in your target population, particularly if they are new immigrants: make sure they speak the language of the people in the neighborhood. Get signatures.
- Attend meetings of community groups to talk about your program, get letters of support and signatures: the chamber of commerce, cultural organizations, rotary club, etc.
- Participate in local street fairs and festivals...set up a table or booth, get signatures.

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Community Outreach Tasks:

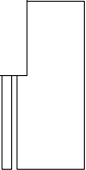
- Review Excel's Community Outreach Action Plan
- Map out a Community Outreach Action Plan: September 1-December 1, 2010
- Begin creating an action plan for the completion of a set of materials about your program.



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Outreach Action Plan Categories

- Materials on your school
- Letters of Organizational Support (>10)
- Community Signatures (>200)
- + Community Recognition (2 Instances)
- Commitments to attend the Public Hearing (50-100)
- A list-serve for email blasts: 100+
- A District School Satisfaction Survey





Gauging Parental Satisfaction:

A couple of surveys:

[http://www.surveymonkey.com/s.aspx?
sm=DN19_2b3JbZ5F8rFuzhk0JVw_3d_3
d](http://www.surveymonkey.com/s.aspx?sm=DN19_2b3JbZ5F8rFuzhk0JVw_3d_3d)

[http://www.fisherhouse.com/pwsb/
aerr2000/fishersurvey.html](http://www.fisherhouse.com/pwsb/aerr2000/fishersurvey.html)

