

## **Examples of Unique and Frequent Outreach Efforts to Parents for NCLB School Choice with Transportation and Supplemental Educational Services**

### **School Staff Participation**

- Flyers to teachers for contacting providers if interested in being tutors
- Informational SES script to all school secretaries and other staff to assist with SES questions
- Outreach efforts coordinated with other school services, for example, before/after school care, reading initiatives, and migrant services
- Meetings with school board, principals, teachers, and school site-facilitators for SES orientation and encouraging parent outreach efforts
- Teacher and paraprofessional employment fairs

### **Mailings and Notices**

- Backpack flyers, informational packets, frequent mail-outs of reminder notices to parents of eligible students
- Personal home phone calls by teachers or through Connect Ed notification system to parents of eligible students
- School choice information in school newsletters and on district/school web site
- Flyers, posters, and phone calls in parents' native language

### **One-On-One Informational Meetings**

- Provider fairs, open houses, parent academy kick-off events in various geographic locations (Some with themes, for example "The Sweet Sounds of Success")
- Door prizes to encourage parents to attend informational meetings and provider fairs or for parents to return choice selection forms
- Parents given an orientation about SES prior to meeting providers at their individual booths at the start of provider fairs
- On-campus assistance to parents- helping to fill out forms and ask questions to providers
- Translators available to assist at parent events

### **Community Organization Outreach**

- Posters at local faith-based organizations and community centers
- Flyers included in church bulletins and community newsletters
- Flyers and informational booths at local grocery stores, pharmacies, banks, and shopping centers

### **Media Communications**

- Large ads running in multiple weekend editions of local main newspapers
- Radio, television, magazine, and billboard announcements
- Start-of-school press kit including SES information

## **Notable and Unique Events**

- Classroom library contest- top three schools with SES enrollment will receive funds to use for classroom libraries
- Contacted city manager and county recreation manager to identify sites that can be used for SES within the neighborhoods where the eligible students live and transportation problems would be reduced
- Facilitated advisory committee that included parents who helped design marketing strategies for SES
- The Learning in Motion, a mobile parenting bus, parked at provider fairs, neighborhoods, clinics and school sites for children to receive a free book and other goodies donated by the community and to assist parents in enrolling their child for SES
- Provided flyers to the Mayor's office to distribute to recreation centers, libraries, and other city owned offices
- Local non-profit distributed backpacks to all eligible students filled with school supplies donated by local companies and included SES information
- Advertisements for SES on city busses including information on how to sign up and where to go to learn more