

Summary of Outreach Committee for International School 2/22/99 meeting

Lincoln High School

recorder: Michele Anciaux

present: Richard Mellish, Jan Shave, Matt Couch, Paul Aoki, Michele Anciaux

facilitator: Matt Couch from Alliance for Education

(This is readable using 10 point Arial)

#1 Sorted by Quarter/Month

AREA MONTH	TASK	QTR	
Outreach-PR 1st	Visibility (build awareness) - meetings - steps at regular intervals		1999
Outreach-C	Survey parents, community, business	1999 1st	02
Outreach-S	Connect with Higher Ed, Community College	Grant with OSPI	1999 1st 02
Outreach-PR	Create web site - ongoing updates		1999 1st 03
Outreach-PR	Create brochure (informational flyer) - update regularly		1999 1st 03
Outreach-C	Recruit bilingual, ethnic associations - Who are they? How do we link?		1999 1st 03
Outreach-C	Establish community ties, PTA		1999 2nd 04
Outreach-S	Contact other alternative schools		1999 2nd 04
Outreach-C	Link with heritage language schools		1999 2nd 04
Outreach-B	Involve international business community (fundraising)		1999 2nd 05
Outreach-C	Connect to Seattle Public Libraries		1999 2nd 05
Outreach-C	Hold community/neighborhood meetings		1999 2nd 06
Outreach-S	Identify extracurricular activities - equipment needed?		1999-3rd 09
Outreach-C	Link with cultural and consular offices (funding?)		1999-3rd 09
Outreach-C	Link student draw to community		1999-4th 10
Outreach-PR	Write Choices Booklet entry - prepare for tours		1999-4th 10
Outreach-S	Target elementaries (closer to school, diversity)		1999-4th 11
Outreach-PR	Advertise - press release, PSA on TV/radio		1999-4th 11
Outreach-S	Involve exchange students - immigration & legal issues		2000-1st 03

Note: PR = Public Relations C = Community S = School B = Business

Sorted by Area and Category (PR, C, S, B)

AREA MONTH	TASK	QTR	
Outreach-B	Involve international business community (fundraising)		1999 2nd 05
Outreach-C	Survey parents, community, business		1999 1st 02
Outreach-C	Recruit bilingual, ethnic associations - Who are they? How do we link?		1999 1st 03
Outreach-C	Establish community ties, PTA		1999 2nd 04
Outreach-C	Link with heritage language schools		1999 2nd 04
Outreach-C	Connect to Seattle Public Libraries		1999 2nd 05
Outreach-C	Hold community/neighborhood meetings		1999 2nd 06
Outreach-C	Link with cultural and consular offices (funding?)		1999-3rd 09
Outreach-C	Link student draw to community		1999-4th 10

Outreach-PR	Visibility (build awareness) - meetings - steps at regular intervals	1999 1st	02	
Outreach-PR	Create web site - ongoing updates	1999 1st	03	
Outreach-PR	Create brochure (informational flyer) - update regularly	1999 1st	03	
Outreach-PR	Write Choices Booklet entry - prepare for tours	1999-4th	10	
Outreach-PR	Advertise - press release, PSA on TV/radio	1999-4th	11	
Outreach-S	Connect with Higher Ed, Community College	Grant with OSPI	1999 1st	02
Outreach-S	Contact other alternative schools		1999 2nd	04
Outreach-S	Identify extracurricular activities - equipment needed?		1999-3rd	09
Outreach-S	Target elementaries (closer to school, diversity)		1999-4th	11
Outreach-S	Involve exchange students - immigration & legal issues		2000-1st	03

## Discussion

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1. Top priority is getting DISTRICT COMMITMENT
  - \* Alliance needs mandate to continue work
  - \* maybe Press Conference to get this on radar screen?
2. Next priority is VISIBILITY - some ideas:
  - \* write quarterly update - printed, on the web, sent out by Email
  - \* look for opportunities for press releases - "hot" news
  - \* create a brochure for funding/partnering - "how can you help?"
    - need Olchefske's signature on this
  - \* idea - invite business people to collect realia for us on business trips
  - \* idea - get loaned exec from business to help with fundraising

### Public Awareness Events - possible upcoming opportunities

- \* announcement of site (with Olchefske's support)
- \* Pat Stanford's involvement - press release?
- \* McCormick/Olchefske meeting March 9
- \* launch web page
- \* Seattle Intl Children's Festival
- \* NW Folklife Festival
- \* OSPI Summer Language Camps
- \* World Trade Organization meeting next Nov.

### Other local press to contact:

- \* Seattle's Child
- \* Beacon Hill Journal
- \* community newspapers

### 3. Before fundraising, need NON-PROFIT STATUS

- \* Matt is going to check with Alliance to see if we can create 501c 3 fund for Intl School under Alliance umbrella (or do we need to establish own 501c 3 non-profit corporation or foundation?)