

Summary of Outreach Committee for International School  
3/29/99 meeting at Lincoln High School

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Mission: To Educate and prepare all students to achieve today  
and tomorrow in a global community and economy.  
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recorder: Michele Anciaux  
facilitator: Matt Couch from Alliance for Education

present: Matt Couch, Paul Aoki, Michele Anciaux,  
Deanna Fryhle, Jeff Laband, Willair St. Vil (hope I didn't miss anyone)

FYI: Susan Miller, SAFECO; Alicia Wassink, UW Dept. of Linguistics,  
Karen Santangelo, Alliance for Education

NEXT MEETINGS: April 5, April 19 3:15-5:15 at Lincoln High

DISCUSSION ITEMS FROM 3/29/99 MEETING

1. We reviewed the business survey being drafted by Bosma & Associates.

We had quite a few questions about exactly how the info for the survey would be used. The plan was for Jeff and Matt to talk with Karen about these concerns.

2. Paul, Jeff, and Matt met to brainstorm ideas for fundraising.

The idea is to create 1-page sheets using a "template" that can highlight specific fundraising needs in several general areas. Karen or others could have these ready to take (or customize) whenever they meet with appropriate business or other community groups. The basic layout should be clean and attractive.

Basic template:

International School  
[overview - mission, description]

General area of need  
[e.g., Library or Technology]

[bulleted points - easy to read]

[in a box] Specific opportunity  
[e.g., 50 copies of a bilingual dictionary for \$1000]

Ideas the Fund Raising group brainstormed (from Jeff):

- for the library/resource center and int'l school we wish the following:

- language lab
- database of international URLs by subject accessible to all
- video library

- database of community resources for int'l experiences/speakers
- scholarships for int'l exchange and school to work
- field trip funds
- subscriptions to paper and online int'l journals
- web TV
- database/access to other libraries' similar resources
- specific int'l professional devel & training for teachers
- internationalization of curriculum
- teacher exchanges
- partner schools overseas for short term (2-4 wk.) visitations
- text books / interactive online learning opportunities
- internet telephony software (=free int'l communications w/ partner schools
- infrastructure (wiring, modems, pcs, etc.)
- funds for replacement cycle for outdated infrastructure

3. Michele, Deanna, and Willair reviewed our list of 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
- \* Ethnic Heritage Council World Fest at Northgate April 23-25 \*new\* <== here's where we'll focus now
- \* Seattle Intl Children's Festival
- \* NW Folklife Festival
- \* Sonic Basketball games
- \* Bite of Seattle
- \* KOMO Kids Fair at Seattle Center
- \* OSPI Summer Language Camps K-4  
(note: applications out in March; Intl School sponsoring 3 languages)
- \* World Trade Organization (WTO) meeting next Nov.  
(134 nations; Clinton, Tony Blair, etc.)

4. Reports from San Francisco trip.

Here are some notes that relate to Outreach and Marketing:

- \* Children's Intl School Palo Alto: <http://www.cis.pvt.k12.ca.us/overview/program>
- \* High Quality marketing items: brochure, folder, t-shirts
- \* Parents seem to have a strong influence in all the school visited.
- \* Strong grass roots parent approach
- \* Recruitment in various communities (presentations, testimony, video tape)
- \* Professional marketing person
- \* Clear mission statement
- \* Importance of cultural celebrations involving the community

Good for us to keep these in mind as we proceed.

STATUS OF 1st QUARTER TASKS (as of 3/29/99)

| AREA               | TASK  | QTR      | MONTH |
|--------------------|---|----------|-------|
| Outreach-PR<br>1st | Visibility (build awareness) - meetings - steps at regular intervals<br>02<br>STATUS: Ongoing - throughout year   |          | 1999  |
| Outreach-C         | Survey parents, community, business<br>STATUS: Parent Survey is out<br>UPDATE: 1000 out of 5000 returned, now being processed<br>STATUS: Business/community Survey is in progress<br>UPDATE: we reviewed draft, they'll hold off on sending this out until<br>Olchefske is ready for announcement of site in about a week   | 1999 1st | 02    |
| Outreach-S         | Connect with Higher Ed, Community College Grant with OSPI<br>STATUS: Grant with OSPI submitted; ongoing contacts with higher ed<br>UPDATE: we should hear back in April about this grant  | 1999 1st | 02    |
| Outreach-PR        | Create web site - ongoing updates<br>STATUS: Alliance for Ed will coordinate with their Seattle P.S. Intl Web page<br>UPDATE: Karen is meeting with web developer on 4/2 10 AM  | 1999 1st | 03    |
| Outreach-PR        | Create brochure (informational flyer) - update regularly<br>STATUS: Needs to be done by Development/Marketing person that gets hired<br>UPDATE: District (Trevor Neilsen) wants to link this with effort to get 50-60<br>marketers to volunteer with the schools  | 1999 1st | 03    |
| Outreach-C         | Recruit bilingual, ethnic associations - Who are they? How do we link?<br>STATUS: Deanna will work on this - Ethnic Heritage Council, etc.<br>UPDATE: We're starting with application to Ethnic Heritage Council World Fest<br>April 23-25 at Northgate. We'll have table with display and a card to hand out<br>with basic info about Intl School. Maybe a survey. See separate msg for details.<br>We'll need volunteers to man this table. | 1999 1st | 03    |

WHAT WE NEED TO DO NEXT:

|            |  |          |    |
|------------|--|----------|----|
| 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 |

COMPLETE OUTREACH TASK LIST:

(This is readable using 10 point Arial)

#1 Sorted by Quarter/Month

| AREA        | TASK  | QTR      | MONTH |
|-------------|---|----------|-------|
| 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        | TASK   | QTR      | MONTH |
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| 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    |
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