

Summary of Outreach Committee for International School
4/5/99 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 (not present)

present: Andrea Leary, Paul Aoki, Michele Anciaux,
Deanna Fryhle, Willair St. Vil, Betty Lau, Richard Mellish

FYI: Susan Miller, SAFECO; Alicia Wassink, UW Dept. of Linguistics,

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

DISCUSSION ITEMS FROM 4/5/99 MEETING

1. We reviewed the status of our first quarter tasks for Outreach and Fundraising. A couple of updates:

* The business survey (by Bosma & Assoc.) is still being reviewed. It will be sent out with a cover letter from Olchefske announcing the proposed location of the school.

* Pyramid Communications has volunteered to work with Intl School on Marketing. (They were supposed to present at 4/5 meeting, but had to cancel.) General feeling of our group: see what they're able to offer, then figure out how to do what's missing. Willair's comment: What's our role? Are we advisors or worker bees? We need someone to coordinate the outreach/marketing/fundraising activities, who can meet with Karen regularly and tell the advisory group (us) what we can do to help. Karen may need to hire a marketing consultant short-term.

2. Our first big outreach effort right now is WorldFest at Northgate April 23-25 sponsored by Ethnic Heritage Council.
(Hours approx. 10-6 each day.)

Deanna is coordinating our booth there. Anyone who can volunteer to man the booth for a couple of hours that weekend should let Deanna know. We kept reminding ourselves that this is our first foray into this type of outreach effort. We don't want to exhaust ourselves trying to do this "right" - we want to use this opportunity to test out some ideas and learn what to do in the future.

Here are some specific tasks.

* Handout - a simple cardstock 1/3 page flyer (approximately). Richard is going to work with Karen on the design of this. It may be quite simple for this event, more artistic and professional in the future. It should include:

- Intl School Mission - English and maybe some other languages (Spanish, Japanese?)
- Contact info (i.e. from letterhead)
- Opening fall of 2000; Registration begins January, 2000.
- Part of Seattle Schools (Seattle Schools logo)
- Learning outcomes (perhaps on back)
- Some Questions & Answers perhaps?
- Something to "grab" people explaining what and why it is (i.e. John Stanford's vision)

- * Display stuff - people are volunteering to bring stuff with them (Betty Lau, etc.)
 - Karen will get World Language posters from the district
- * The "Draw"
 - Williar and Deanna have contacts for drummers to stand by our booth
 - Children's books in other languages (Karen has some and Andrea can get some from the library)
 - Food - Deanna will get wrapped snacks and Karen will reimburse
- * Survey
 - Chris can provide copies of parent or business survey for interested people to fill out
(this won't be scientific sample, but it's a way to let people know we're interested in involving them early)

3. 1-page fundraising sheets

We agreed that these were something that the Marketing firm should work on.
(See 3/29/99 notes for more details.)

4. Ongoing list list of Public Awareness Events - possible upcoming opportunities

Current:

- * announcement of site (with Olchefske's support)
 - >> Joseph plans something big with Louis Fox from UW in about a week
 - >> Karen told us that proposed site is not Latona
- * Ethnic Heritage Council World Fest at Northgate April 23-25
 - >> see plans above

Future:

- * launch web page??
- * 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.)

STATUS OF 2nd QUARTER TASKS (as of 4/5/99)

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| AREA        | TASK                                                                                                                                      | QTR  | MONTH  |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------|------|--------|
| Outreach-C  | Establish community ties, PTA                                                                                                             | 1999 | 2nd 04 |
| STATUS 4/5: | Begin with WorldFest;<br>Michele attending Partnership training in Baltimore 4/9-10<br>Deanna is putting together cultural events calenar |      |        |

|             |                                                        |          |    |
|-------------|--------------------------------------------------------|----------|----|
| Outreach-S  | Contact other alternative schools                      | 1999 2nd | 04 |
| STATUS 4/5: | We're not sure what the thinking was here              |          |    |
| Outreach-C  | Link with heritage language schools                    | 1999 2nd | 04 |
| STATUS 4/5: | Betty Lau has contacts - will get us started           |          |    |
| Outreach-B  | Involve international business community (fundraising) | 1999 2nd | 05 |
| STATUS 4/5: | Need Marketing person for this.                        |          |    |
| Outreach-C  | Connect to Seattle Public Libraries                    | 1999 2nd | 05 |
| STATUS 4/5: | Future                                                 |          |    |
| Outreach-C  | Hold community/neighborhood meetings                   | 1999 2nd | 06 |
| STATUS 4/5: | Future - also check out daycares (plan ahead!!)        |          |    |

FUTURE OUTREACH TASK LIST:

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 (This is readable using 10 point Arial)

AREA	TASK	QTR	MONTH
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

FIRST QUARTER 1999 TASKS:

AREA	TASK	QTR	MONTH
Outreach-PR	Visibility (build awareness) - meetings - steps at regular intervals		1999
1st	02		
STATUS:	Ongoing - throughout year		
Outreach-C	Survey parents, community, business	1999 1st	02
STATUS:	Parent Survey is out		
UPDATE:	1000 out of 5000 returned, now being processed		
STATUS:	Business/community Survey is in progress		
UPDATE:	we reviewed draft, they'll hold off on sending this out until Olchefske is ready for announcement of site in about a week		
Outreach-S	Connect with Higher Ed, Community College Grant with OSPI	1999 1st	02
STATUS:	Grant with OSPI submitted; ongoing contacts with higher ed		
UPDATE:	we should hear back in April about this grant		

<p>Outreach-PR Create web site - ongoing updates STATUS: Alliance for Ed will coordinate with their Seattle P.S. Intl Web page UPDATE: Karen is meeting with web developer on 4/2 10 AM UPDATE 4/5: Karen is getting bid from Virginia Haley vs. UW Student</p>	<p>1999 1st 03</p>
<p>Outreach-PR Create brochure (informational flyer) - update regularly STATUS: Needs to be done by Development/Marketing person that gets hired UPDATE: District (Trevor Neilsen) wants to link this with effort to get 50-60 marketers to volunteer with the schools UPDATE 4/5: Pyramid Communications will be link with Intl School</p>	<p>1999 1st 03</p>
<p>Outreach-C Recruit bilingual, ethnic associations - Who are they? How do we link? STATUS: Deanna will work on this - Ethnic Heritage Council, etc. UPDATE: We're starting with application to Ethnic Heritage Council World Fest April 23-25 at Northgate. We'll have table with display and a card to hand out with basic info about Intl School. Maybe a survey. See separate msg for details. We'll need volunteers to man this table</p>	<p>1999 1st 03</p>