

Summary of Outreach Committee for International School
4/19/99 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: Andrea Leary, Paul Aoki, Michele Anciaux, Matt Couch
Deanna Fryhle, Willair St. Vil, Betty Lau, Jeff Laband, Cindy Chang

FYI: Susan Miller, SAFECO;
Alicia Wassink, UW Dept. of Linguistics,
Mary Beth Lambert, UW Educational Partnerships

NEXT MEETINGS: Retreat - May 6 9:00-5:00 Retreat at SeaTac Hotel

DISCUSSION ITEMS FROM 4/19/99 MEETING

1. We reviewed plans for first big outreach effort right now at WorldFest at Northgate April 23-25 sponsored by Ethnic Heritage Council. Deanna is coordinating our booth there. (4/27: The event has already happened, so I hope it was a big success!)

Things to have there:

- * Informational card about International School (Thanks to Richard for designing this!!)
- * Handouts to be photocopied (Why, How, When brochure and Multilingualism is basic)
- * Flipchart - place to capture people's questions and answers
- * Index cards for suggestions
- * World Language posters from the district
- * Information about summer language programs
- * Food and decorations

NEXT: We will evaluate the experience of this outreach effort at the Retreat.
(HUGE THANKS to Deanna and everyone else who worked on this!!!)

2. 1-page fundraising sheets

We reconfirmed that this is something that the Marketing firm should work on.
(See 3/29/99 notes for more details.)

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

Current:

- * Announcement of site - press event on April 27 at Latona
- * Ethnic Heritage Council World Fest at Northgate April 23-25
>> see discussion above

Future:

- * launch web page (UW student will work on this - ready in a couple of weeks)

decide at Retreat whether to do something based on experience at World Fest:

- * 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. (Karen working on this with Louis Fox)
(134 nations; Clinton, Tony Blair, etc.)

STATUS OF 2nd QUARTER TASKS (as of 4/19/99)

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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 calendar |          |       |
|            | STATUS 4/19: Michele will report on Partnership training at future meeting<br>Deanna has draft calendar - we'll follow it month by month to make plans |          |       |
| Outreach-S | Contact other alternative schools                                                                                                                      | 1999 2nd | 04    |
|            | STATUS 4/5: We're not sure what the thinking was here                                                                                                  |          |       |
|            | STATUS 4/19: Let's drop this item.                                                                                                                     |          |       |
| 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:

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AREA	TASK		
Outreach-PR	Visibility (build awareness) - steps at regular intervals STATUS: Ongoing - throughout year	1999 1st	02
Outreach-C	Survey parents, community, business 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	1999 1st	02
Outreach-S	Connect with Higher Ed, Community College Grant with OSPI STATUS: Grant with OSPI submitted; ongoing contacts with higher ed UPDATE: we should hear back in April about this grant	1999 1st	02
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	1999 1st	03
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	1999 1st	03
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	1999 1st	03