

Summary of Outreach Committee for International School
5/10/99 meeting at Lincoln High School 3:45-5:15 PM

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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:

Michele Anciaux, Deanna Fryhle, Willair St. Vil,

Marilyn Hawkins (from Hawkins & Company Public Relations &
Marketing - the PR firm that will work with Latona/Intl School),

Mark Fordham (attorney at MacDonald, Hogue, and Bayless
new community member of the planning committee)

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

NEXT MEETINGS:

May 17 3:45-5:15 PM Lincoln High

May 18 11:30-1:00 ** special meeting for marketing
at Hawkins & Company
329 2nd Ave West (off Harrison by Seattle Center)
(206) 217-9700

DISCUSSION ITEMS FROM 5/10/99 MEETING

1. The Retreat on 5/6 was very productive. Karen has a summary you can get. (Maybe she can forward it to me on Email to send out to you.) A number of Latona teachers are now part of the planning team. At the retreat we worked through a lot of the issues around expectations (theirs and ours). It was a good beginning.

2. We had a chance to meet with Marilyn Hawkins, representing the PR firm that will be working with the International School. Marilyn is concerned that we begin by identifying the Audience, Message, Use, and Tools for our communications about the International School. She'd like to see us hook up with a professional design firm to create a professional look ("graphic identify system" or brand). What do we want to provoke (make people think) or evoke (make people feel).

A special meeting to get this launched is planned for next Tuesday May 18 at her firm 11:30-1:00. (Bring your own lunch.) Please let Karen know if you're planning to attend (298-7744). DO NOT BRING ANY PAPERS or other info with you. Marilyn wants us to start "fresh" in building the image.

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

* Seattle Intl Children's Festival - we won't do this (it's this week!)

* NW Folklife Festival <== Michele will check on putting a simple ad in their newspaper program

future possibilities:

- * 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 5/10/99)

AREA	TASK	QTR	MONTH
Outreach-C	Establish community ties, PTA	1999 2nd	04
	STATUS 4/5: Begin with WorldFest; Michele attending Partnership training in Baltimore 4/9-10 Deanna is putting together cultural events calendar		
	STATUS 4/19: Michele will report on Partnership training at future meeting 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	06
	STATUS 4/5: Need Marketing person for this.		
	STATUS 5/10: Discuss this after we work with Marilyn on 5/17.		
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:

(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

