

Summary of Outreach Committee for International School  
5/24/99 meeting at Latona Elementary School 3:45-5:15 PM

~~~~~  
Mission: To Educate and prepare all students to achieve today  
and tomorrow in a global community and economy.  
~~~~~

recorder: Michele Anciaux  
facilitator: Matt Couch from Alliance for Education (not present)

PRESENT:  
Michele Anciaux, Deanna Fryhle, Willair St. Vil,  
Jeff Laband, Ethyl Whelan  
Welcome Latona parents:  
Wende Barrett, PTSA president, and Janet Bishop

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

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

NEXT MEETING:  
June 7 3:45-5:15 PM Lincoln High

DISCUSSION ITEMS FROM 5/24/99 MEETING

Marilyn Hawkins presented the Initial Communications Plan Draft One. Please contact Chris at the Intl School if you'd like a copy (298-7744). I believe working on this plan will be the focus of the Outreach Committee's efforts over the next few weeks.

The Communications Plan includes:

Primary Objectives

- Educate target audiences about the Intl School's current features and benefits -- and its long-term vision.
- Manage the expectations of key audiences, given that:
  1. The school can only accept 380 students; there will be a waiting list.
  2. The school only offers K-5 initially, but there is an expansion plan in place.
  3. There is confusion at present over the exact curriculum.

Key Messages (there's a bunch)

Target Audiences (parents, students, teachers, communities, etc.)

Demographics & Psychographics (of those likely to seek it out)

Initial Tasks

Graphic Identify (Marilyn is identifying pro bono contacts here)

Fundraising

Ongoing list list of Public Awareness Events - possible upcoming opportunities  
~~~~~

- \* 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.)

Note: The items on the task list below were generated at our fall, 1998 meetings.

STATUS OF 2nd QUARTER TASKS (as of 5/24/99)

| 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 |          |       |
|            | STATUS 5/24: Latona has an established PTA; we will work with president - Wende Barrett                                                                |          |       |
| 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                                                                                               |          |       |
|            | STATUS 5/24: Wait on this till we have better idea of role of heritage language schools                                                                |          |       |
| 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.                                                                                          |          |       |
|            | STATUS 5/24: Need to complete work on PR identity for Intl School first                                                                                |          |       |
| 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 |

|            |                                                        |          |    |
|------------|--------------------------------------------------------|----------|----|
| Outreach-S | Involve exchange students - immigration & legal issues | 2000-1st | 03 |
|------------|--------------------------------------------------------|----------|----|

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

HISTORY...

FIRST QUARTER 1999 TASKS:

-----

| AREA        | TASK                                                                                                                                                                                                                                                                                                                                                                                                                                         | QTR      | MONTH |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------|
| Outreach-PR | Visibility (build awareness) - steps at regular intervals<br>STATUS: Ongoing - throughout year                                                                                                                                                                                                                                                                                                                                               | 1999 1st | 02    |
| 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<br>UPDATE 4/5: Karen is getting bid from Virginia Haley vs. UW Student                                                                                                                                                                                        | 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<br>UPDATE 4/5: Pyramid Communications will be link with Intl School<br>UPDATE 5/10: We'll have Hawkins instead of Pyramid. Work on this after meeting 5/17.                 | 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    |