

Meeting at Marilyn Hawkins agency 9/2/99 11:30-1:00

In attendance:

Karen Kodama
Marilyn Hawkins
Andrea Leary
Michele Anciaux

We covered a variety of topics that Marilyn had identified.
Here is a summary of my notes (not necessarily too coherent).

Web site

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Landor has provided the "look and feel" and Karen has a contract with a UW student (Pierson Lee), recommended by the Alliance for Education, who is working on the content. Marilyn suggested that Karen get a digital camera, so they can get images of the Latona construction in progress, and teachers and kids at work at Latona (at Lincoln site).

The proposed URL is [www.johnstanfordintlschool.org](http://www.johnstanfordintlschool.org) or [edu](http://edu).

The open page (where you first arrive on the web site) features the Landor brand globe exploding with the little star characters.

Possible pages (not in order):

- Overview
- International Education
- World Language emphasis
- Key people profiles  
    John Stanford, Karen Kodama, UW Committee, S.D., etc.
- Technology (UW connection)
- John Stanford Intl School in the community
- Newsroom (for press releases, etc.)
- Contact us...

Please send your suggestions to Karen.

Brochure

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Under final review now. Landor completed the graphic design. Marilyn wrote the copy based on input from Karen and members of the Outreach committee. Plan to have it published in September.

Fund Raising Meeting

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Willair, Jeff, and Karen met with Susan Howlett (our fundraising consultant) on August 26. They identified 3 emphases:

1. Technology  
(Karen contacted Les Foltos at the Seattle S.D. He says a state-of-the-art tech classroom is about \$20,000 per

room (offering a ratio of 1 computer:3 students, plus computer for the teacher).)

## 2. International Library

(Karen is in touch with Bryce Nelson at Seattle S.D. Need to do a survey of Latona Library - see what's already there. Then talk to companies re cost of books (maybe get Amazon to donate some??). Thought it would be great to involve UW Library School as a project to research what an international elementary library should include. Also, King County Library System Foundation and Seattle Public Library Center for the Book and Stanford Book Fund (through the Alliance) might be sources of donations.)

## 3. Staffing (add certificated teacher for world language)

(District calculates that we'd need about \$53,000 to add a FTE. This is above the regular school staffing.)

We talked about what funders get in return. Karen noted that the district doesn't really have a policy in place for this. The assumption is that donors of books, for example, might get a book plate in the books. What about links on the website?

Michele proposed a future meeting with Dr. Brita Butler-Wall, assistant professor of Education at Seattle University and founder of Citizens for Commercial-Free Public Schools, to meet with us. Brita's background is ESL and world language (she's a fabulous Swedish teacher), so she would be interested in the concept of a school promoting 2nd language learning. Brita has put a lot of thought into how to create mutually beneficial partnerships between schools and business that don't end up needlessly exposing children to commercialism. Marilyn said she had some corporate clients who would like to attend that meeting, too.

## Publicity

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Karen recently found out that Fred Bassetti, the architects for Latona, didn't even know about the John Stanford Intl School. (They now do.)

Landor will be submitting a press release about their work on the brand (graphic representation) to Marketing media.

Database

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Chris at the office is beginning to collect contact names. Deborah Ashworth is helping her set up the database.

## Speaker's Bureau

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Marilyn's office is going to generate a list of possible locations (Rotaries, etc.) where Karen might go to speak

about the school.

Port of Seattle

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Marilyn has been in contact with them about their education initiatives, K12 outreach. She's wondering if they might be willing to fund an outreach piece (newsletter?) through their contract with Cedar River. Karen and Marilyn have a meeting with them Sept. 22.

#### PR Partners

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As mentioned before, Seattle S.D. is trying to partner each school with a PR firm in the city to help them work on marketing their schools. Right now about 40 schools have partners. Marilyn and Karen will be attending the next meeting on September 15 and will help facilitate the process. [ed. note: Marilyn has gone above and beyond on her agency's work with John Stanford Intl School! Thanks!]

World Trade Organization - Nov. 30-Dec. 2

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Karen continues to be involved. There will be a workshop at UW on the "Digital Divide" (i.e. the haves & have-nots in technology). There will be 4 middle and 2 high schools connecting with Japan, China, and South Africa. Sites will be linked to universities in all 4 countries.

Students will be working on the curriculum in advance, then presenting their projects during the conference.

#### Split Outreach Committee

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Some time back the Outreach committee and Fundraising committee melded into one. Karen and I would like to make them distinct again. She and I and Wende Barrett, Latona PTSA president, are planning to meet to talk about the parent and community involvement activities that the Latona school community and PTSA are already involved with to see how these will evolve when the John Stanford Intl School opens (also see how we can support Latona this year!).

Since we are a Partnership School (member of the Natl Network of Partnership Schools at the Johns Hopkins Center for School, Family, Community Partnerships), we would envision creating one committee as the "Action Team for School-Family-Community Partnerships" that would work on the six types of involvement (Communication, Parenting, Student

Learning, Volunteering, School Decision Making and Advocacy, and Collaborating with Community) in support of strategic goals of the school (both Latona as it exists and John Stanford Intl School in the future). The other committee might focus more specifically on fundraising.

Let Karen know which committee you are most interested in working on.

Respectfully submitted,
Michele Anciaux, recorder
9/6/99