

Outreach Plan

Update January 3, 2012



Outreach Strategy Goals

The outreach strategy is intended to ensure WCPSS is building relationships with its families, schools and partners; providing timely and accurate information; maintaining a clear and consistent message; and increasing awareness and visibility of the new choice student assignment plan that results in an action by the parent/guardian.

Primary Goals

1. Improve public awareness and understanding so that parents may make an informed choice

Establish Outreach Program to provide guidance and focus for outreach and communication efforts.

- Develop and enhance communication tools to reach the public
- Encourage face-to-face interactions with families & communities
- Create an educational outreach program, working across local agencies and WCPSS departments, including student support services; special education and preschool services; and academics, including magnet, AG, Title 1 and ESL programs

2. Increase collaboration and communication efforts that enable coordinated actions and communication synergies of WCPSS and community partners

Increase partnering activities with WCPSS and community partners to further stewardship.

- Develop outreach materials that convey a consistent image and “look” that is continually repeated and reinforced
- Form network of support and solicit new ways of collaborating in order to achieve mutual goals and objectives
- Share resources and exchange ideas

Tracking Outreach Activities & Outcomes

The Office of Family and Community Engagement (FACE) will account for outreach activities conducted on a routine basis. FACE will track data pertaining to the activity that identifies the type of communication tools used to achieve the goal, date of execution, message, desired outcome, targeted audience, allocated resources, associated department/organization, contact person and outcomes.

Sample of measurements tracked:

- # of info sessions / attendance numbers
- # of materials distributed
- # of website visitors (unique/returning), page views, time-on-site
- click-through rate
- media placements (articles, PSAs – radio/tv, etc)
- # phone calls / form responses

Measurements assist the team in determining specific messages, clarifications or additional vehicles to reach various audiences. NC-WISE /selection tool response will also inform next step targeted efforts.

Communications Tools

A variety of tools have been created to support outreach efforts, both broad-reaching and targeted. Reports at key milestones will assist in determining which types of vehicles or key messages need to be further created or targeted to reach non-responsive groups.

A copy of each of the following may be found on assignment.wcpss.net and/or the online principal toolkit.

PRINT	ELECTRONIC	VISUALS	PERSONAL CONTACT
<ul style="list-style-type: none"> • Brochures • Factsheets • News releases • Inserts • Flyers • Newsletters • Feature articles • Direct mailing • School marketing materials • School marketing tool kit 	<ul style="list-style-type: none"> • Websites <ul style="list-style-type: none"> — WCPSS — Assignment — Intranet — Schools • PSAs • Videos • E-mails • SchoolMessenger • Podcasts • Radio Interviews • Television • Community Access • Twitter/Facebook • YouTube • Principal toolkit 	<ul style="list-style-type: none"> • PPT Slides • Training videos • Displays • Posters • Billboards • Signs • Tablecloths • Mobile unit magnets 	<ul style="list-style-type: none"> • Info Sessions • Open Houses • Tours • Presentations • Meetings • Interviews • Press Briefings • Family Conferences • Partnerships • Associations • Faith-based organizations • Volunteers

Media

News Releases:

- [Superintendent Presents Proposed Student Assignment Plan to Board](#) (10/4)
- [School Board Adopts Choice-Based Student Assignment Plan](#) (10/18)
- [Magnet Schools Fair Set for Nov. 5](#) (10/18)
- [Parents Get Advanced Look at School Choices](#) (10/27)
- [Need to Learn How to Choose Your School? Parent Info Sessions Underway](#) (11/4)
- [Parents Can Learn More about Magnet Schools at Open House](#) (11/8)
- [Pre-Enrollment for the 2012-13 School Year Begins Today](#) (11/28)
- [Online Magnet School Selection Period Runs Through Dec. 19](#) (12/1)

Total tracked impressions for story pick-ups across various outlets total ~ **2,505,700**

Pick-ups include articles in the News & Observer, Wake Forest Weekly, Garner News, Apex Herald, Cary News, Carolina Parent, Independent Weekly, Eastern Wake News, Raleigh Public Record. This does not include viewership from stories ran on local TV stations.

- *Planned: Magnet Selection Report (week of 1/2)*
- *Planned: Final week to submit applications for Early Colleges/Leadership Acad (week of 1/9)*
- *Planned: Additional info sessions and enrollment events (week of 1/9)*
- *Planned: Choice Selection begins Jan 17, Primer (1/12)*
- *Planned: Choice Selection Open, mobile enrollment Saturday events (1/16)*
- *Planned: Kindergarten Round-up Feb 2 (1/19)*
- *Planned: Positive Youth Development, Supporting Families (1/30)*
- *Planned: Education Summit (2/6)*

Podcasts

- [Principals Share Stories at Magnet Fair](#) (11/8)
- [All-in-one Registration Packets Now Online](#) (11/22)
- [Discussing the Online Magnet School Selection Process](#) (12/2)
- [Discussing Magnet Schools](#) (12/5)
- *Planned: Choice Selection primer*
- *Planned: Preparing for kindergarten*
- *Planned: Positive Youth Development*
- *Planned: Education Summit*
- *Planned: Read & Feed*
- *Planned: Communities in Schools*

Video

- [Plan Presentation \(English\)](#)
- [Plan Presentation \(Spanish\)](#)
- [Promotional video loop for school displays](#)
- [Magnet Selection Video Help \(English\)](#)
- [Magnet Selection Video Help \(Spanish\)](#)
- *Planned: Choice Selection Video (English)*
- *Planned: Choice Selection Video (Spanish)*

Radio PSAs

- 648 spots tentatively scheduled to run 12/5 – 2/24
- WRAL, WCMC, WDNC – English
- WCLY – Spanish

Spanish media

- Article placement Que Pasa
- Article placement La Conexion
- La Ley Radio Station aired primer on Choice Student Assignment (11/27)
- *Working to place additional PSAs during Choice Selection period*

Building Awareness

Information Sessions | Coordinated by FACE

As of December 31, over 2700 families participated in the Central Office coordinated information sessions.

DATE/TIME	LOCATION / HOST	ATTENDEES
Wed., Oct. 19 – Sun., Oct. 23	N.C. State Fair 1025 Blue Ridge Road, Raleigh WCPSS Booth	200
Mon., Nov. 14, 2:00 p.m.	Centro para Familias Hispanas 2013 N. Raleigh Boulevard, Raleigh <i>Hosted by: Centro para Familias Hispanas</i>	17
Mon., Nov. 14, 6:30 p.m.	St. Mark's United Methodist Preschool 4801 Six Forks Rd., Raleigh <i>Hosted by: St. Mark's United Methodist Preschool</i>	250
Tues., Nov. 15 6:30 p.m.	Lake Myra Elementary School 1300 Elk Falls Dr, Wendell 27591	25
Thurs., Nov. 17, 6:30 p.m.	Durant Road Elementary 9901 Durant Rd., Raleigh <i>Hosted by: Durant Road Elementary PTA</i>	300
Thurs., Nov. 17, 6:30 p.m.	Knightdale Town Hall 950 Steeple Square Ct., Knightdale <i>Hosted by: Knightdale 100</i>	110
Thurs., Nov. 17, 6:30 p.m.	Wake Forest Elementary School 136 W. Sycamore Ave., Wake Forest <i>Hosted by: Wake Forest Elementary</i>	100
Thurs., Nov. 17, 6:30 p.m.	Dillard Drive Elementary School 5018 Dillard Drive Raleigh 27606 <i>Latino Families</i>	12
Sun., Nov. 20, 3:30 p.m.	St. Raphael Church 5801 Falls of Neuse Rd., Raleigh (Spanish-only session) <i>Hosted by: St. Raphael Church</i>	110
Thurs., Nov. 24, 8:30 p.m.	Univision And Hispanic Commerce Breakfast for Citizenship Presentation	56
Wed., Nov. 30, 5:00 p.m.	Centro para Familias Hispanas	26

	2013 N. Raleigh Boulevard, Raleigh <i>Hosted by: Centro para Familias Hispanas</i>	
Wed., Nov. 30, 1:30 p.m.	WCPSS Central Services Crossroads I, 5625 Dillard Dr., Cary <i>Information Session for key Latino community leaders</i>	23
Wed., Nov. 30, 6:00 p.m.	Heritage Middle School 3400 Rogers Road Wake Forest 27587	12
Thurs., Dec. 1, 6:30 p.m.	Highcroft Drive Elementary 5415 Highcroft Dr., Cary <i>Hosted by: Carpenter Village Neighborhood</i>	400
Thurs., Dec. 1, 6:30 p.m.	Morrisville Elementary 1519 Morrisville Parkway, Morrisville 27560 <i>Info table at Literacy Night</i>	200
Mon., Dec. 5, 3:30 p.m.	WCPSS Central Services Crossroads I, 5625 Dillard Dr., Cary <i>Information Session for Charter School Parents & Newcomers</i>	12
Mon., Dec. 5, 6:30 p.m.	Ballentine Elementary School 1651 N. McLaurin Ln., Fuquay-Varina (Spanish-only session) <i>Hosted by: Ballentine Elementary School</i>	50
Thurs., Dec. 8, 6:30 p.m.	Laurel Park Elementary 2450 Laura Duncan Road, Apex 27523	25
Thurs., Dec. 8, 6:30 p.m.	Cameron Village Library Room 202, Raleigh (AG-Specific Session) <i>Hosted by: PAGE - Parents for the Advancement of Gifted Education</i>	80
Thurs., Dec. 8, 6:30 p.m.	Knightdale Elementary 109 Ridge St., Knightdale (Spanish-only session) <i>Hosted by: Knightdale Elementary</i>	23
Thurs., Dec. 8, 6:30 p.m.	Wake Forest United Methodist Church Family Life Center 905 S. Main St., Wake Forest <i>Hosted by: Wake Forest United Methodist Church</i>	54
Sun., Dec. 11, 2:00 p.m.	First Korean Baptist Church, 8905 Ray Road , Raleigh <i>Hosted by: First Korean Baptist Church</i> (Korean interpreter available)	56
Tues., Dec. 13, 6:30 p.m.	St. Matthew's Church 1629 Bennett St., Raleigh <i>Hosted by: Harriet Webster Task Force for Student Success</i>	50

Tues., Dec. 13, 6:30 p.m.	Lufkin Road Middle School 1002 Lufkin Rd., Apex <i>Hosted by: Lufkin Road Middle School PTA</i>	40
Thurs., Dec. 15 6:30 p.m.	Cary High School 638 Walnut Street Cary 27511	36
Thurs., Dec. 15, 6:30 p.m.	Lincoln Heights Elementary School 307 Bridge St., Fuquay-Varina <i>Hosted by: Lincoln Heights Elementary</i>	25
Fri., Dec. 16, 1:00 p.m.	Raleigh Regional Association of Realtors 111 Realtors Way, Cary	150+
Fri., Dec. 16, 7:45 p.m.	Islamic Association of Raleigh 808 Atwater Street, Raleigh <i>Hosted by: Islamic Association of Raleigh (Arabic interpreter available)</i>	56
Sat., Dec. 17, 9-11 a.m. and 12-2 p.m. (either session)	Consul General of Mexico, Oficina Anexa 2000 Yonkers Rd., Raleigh <i>Hosted by: Consul General of Mexico in Raleigh, NC</i>	300

Upcoming Information Sessions | Coordinated by FACE

Planned and confirmed sessions as of December 31, 2011:

Wed., Jan. 4, 6:30 p.m.	Sacred Heart Cathedral 200 Hillsborough St., Raleigh (Spanish-only session) <i>Hosted by: Sacred Heart Cathedral</i>
Thurs., Jan. 5, 6:30 p.m.	Northwoods Elementary School 8850 Chapel Hill Rd., Cary <i>Hosted by: Northwoods Elementary PTA</i>
Tues., Jan 9, 6:30	Brooks Elementary School 700 Northbrook Drive, Raleigh <i>Latino outreach</i>
Thurs., Jan. 12, 6:30 p.m.	A.B. Combs Elementary School 2001 Lorimer Road, Raleigh <i>Latino outreach</i>
Thurs., Jan. 12, 6:30 p.m.	Dillard Drive Elementary 5018 Dillard Drive, Cary <i>Latino outreach</i>

Thurs., Jan. 12, 6:30 p.m.	Millbrook High School 2201 Spring Forest Rd., Raleigh <i>Hosted by: Millbrook High School PTSA</i>
Tues., Jan. 17, 6:00 p.m.	Banks Elementary School 10225 Chambers Road, Raleigh <i>Latino outreach</i>
Tues., Jan. 17, 6:00 p.m.	East Cary Middle School, 1111 S.E. Maynard Rd., Cary <i>Hosted by: East Cary Middle School</i>
Tues., Jan. 17, 6:30 p.m.	East Garner Magnet Middle School 6301 Jones Sausage Road, Garner <i>Hosted: Garner Educational Foundation</i>
Tues., Jan. 17, 6:30 p.m.	Lake Myra Elementary School 1300 Elk Falls Road, Wendell <i>Latino outreach</i>
Wed., Jan. 18, 6:00 p.m.	Briarcliff Elementary School 1220 Pond Street, Cary <i>Sponsored in partnership with Olive Chapel ES</i> <i>Latino outreach</i>
Mon., Jan. 23, 6:30 p.m.	Stough Elementary School 4210 Edwards Mill Road, Raleigh <i>Latino outreach</i>
Fri., Jan. 27, 8:00 a.m.	Fuquay-Varina Chamber Wake-Up Breakfast Golden Corral 1420 Broad Street Fuquay-Varina, NC 27526 <i>Hosted by: Fuquay-Varina Chamber and Fuquay-Varina Education Council</i>

School Open Houses and Tours

Additionally, each school has posted on their websites opportunities for parents/guardians to attend school tours, principal coffee talks, open houses and events to further engage, provide information and awareness of school offerings, climate.

Translation and Interpreter Services

Language support services are provided upon request by schools/families and are coordinated by the Center for International Enrollment and LEP Family Outreach group.

To date, there have been translation/interpreter services for the following languages:

- Spanish, Vietnamese, Arabic, Chinese, Urdu, Japanese, J'rai, Telugu, Tagalog

Outreach

Wake Education Partnership

Wake Ed, a community-based public school advocacy organization, has been a strong partner in helping to connect both human and material resources that assist in strengthening our outreach programming.

- Worked with the staff of five core education non-profits to provide an overview of the plan and discuss best approaches to outreach, including:
 - **Wake Boys & Girls Club** – program directors
 - **YMCA of the Triangle Area** – program directors
 - **East Wake Education Foundation** – leaders and parents
 - **Communities in Schools in Wake County** – staff
 - **SmartStart** – communications director
- Provided 500+ fliers to the 51 churches of the **Wake Missionary Baptist Association** – distributed in Nov
- Provided 1000 fliers to **CIS** – distributed to early childhood education centers
- Conducted parent visit at the **Chavis Heights Community Center**
- Sent regular email updates to all **Wake County Chambers** reminding them of key dates and material – redistribution to members and/or posted on websites
- Initiated conversations with potential partners/sponsors, including **Lifetouch** and **Read and Feed** to support the mobile registration unit and feet-on-the street activities
- Connected WCPSS to both human and material resources to support initial awareness/outreach efforts, including **Rex Hospital** and **Capitol Broadcasting**.

Boys & Girls Club

With an impact on the lives of more than 4,300 children, the Boys & Girls Club after school and developmental programs helps to provide WCPSS additional opportunities to reach families:

- Distributed fliers at Thanksgiving Turkey distribution
- General brochure/flyer distribution at the following locations:
 - **Brentwood Boys & Girls Club**
2025 New Hope Church Road, Raleigh 27604
 - **Raleigh Boys Club**
605 N. Raleigh Blvd, Raleigh 27610
 - **Raleigh Girls Club**
701 N. Raleigh Blvd., Raleigh 27610
 - **Teen Center**
124 Luther Road, Raleigh 27610

- **Wake Forest Boys & Girls Club**
325 S. Wingate Street, Wake Forest 27587
- **Washington Elementary Boys & Girls Club**
1000 Fayetteville Street, Raleigh 27610
- **Zebulon Boys & Girls Club**
1010 Old Shepard Road, Zebulon 27597

Communities in Schools

CIS Wake serves more than 500 students at five after-school community-based learning centers and within six Wake County public school sites. Their academic coaches work within elementary, middle, and high school locations to assist administrators, teachers and educators in building a sustainable support network that leads to successful matriculation at each stage of a student’s academic career.

- Flyers provided to 6 **childhood development centers** with total enrollment of 556 families with rising kindergarten students. 60-65% of these families qualify for social services voucher (i.e. proxy for FRPL qualification in WCPSS)
- Distributed over 50,000 flyers (English/Spanish)
 - **Raleigh Housing Authority** – approximately 200 students in regular attendance
 - **22 childhood development centers** of the Learning Care Group located across Wake County. Estimated reach 1,750-2,000 families with rising kindergarten students.
 - All-day distribution via **retail outreach** outside four Dollar General Stores (2-North Raleigh, 1-Cary, 1-South Raleigh) on Saturday, 12/17. Expected to reach material number of Spanish-language families based on conversations with store managers.

Faith-Based Support

More than 125 churches, synagogues and temples were contacted via email with resources and links to an online communications resources toolkit. Many faith-based organizations hosted information sessions for their members and have distributed information via their bulletins.

Greater Raleigh Chamber of Commerce

- The Education Committee is providing greater outreach opportunities through member updates
- Working to connect WCPSS with in-kind services on the use of **Fairway** billboards; **Curtis Media** on PSAs

Read & Feed

Read and Feed provides low-income families with the most basic of resources: food, books and tutoring assistance. Mobile units travel to the following locations; many overlapping the low-response nodes.

Starting February, when their winter/spring operations begin, Read & Feed will assist WCPSS in informing communities they support of kindergarten registration and importance in choice round selections. We are also discussing the opportunity to join them with our mobile feet-on-the-street crew to conduct onsite enrollments.

- **Green Spring Valley Mobile Home Estates** (Ballentine ES)
1100 Greenvale Road, Raleigh 27603
- **Cedar Point Apartments** (Green ES)
7007 Sandy Forks Rd, Raleigh 27609
- **Communities in Schools**
3924 Neeley Street, Raleigh 27606
- **Woodhaven Baptist Church**
4000 Kildaire Farm Road, Apex, NC 27539
- **Riverbirch Apartments** (Green ES)
2611 Torquay Crossing, Raleigh 27616
- **Bradford Crossing** (Baileywick ES)
835 Navaho Drive, Raleigh 27609
- **Apex Methodist Church & Resource Center** (Apex ES)
203 E. Moore Street, Apex NC 27502
- **The Lakes Apartments** (Lynn Road ES)
6615 The Lakes Drive, Raleigh 27609
- **Maynard Mobile Home Estates**
305 Tate Drive, Cary, NC 27511
- **Northwoods ES**
8850 Chapel Hill Road, Cary, NC 27513
- **Fox Road ES**
7101 Fox Road, Raleigh, NC 27616

Smart Start

Smart Start works to improve the quality, accessibility and affordability of child care settings, provide preventive health and early intervention services and offer family support services.

- Posted information in three locations on its website, including static button; Twitter, Facebook posts
- Included information in monthly newsletter, Building Blocks – disseminated to 450 Wake County child care providers; including information in its Partner Bulletin and internal newsletter; provide materials to families visiting center location

- Presented and provided promotional materials at NC Pre-K Administrator’s Meeting – 50+ in attendance
- Quality initiative staff sharing information and materials at child care facilities throughout Wake

Wake County Human Services

Wake County Human Services is the consolidation of programs and services including social services, public health, mental health, job training, child support, housing and transportation. Each of the following regional centers is supporting promotional awareness through the posting of our signage and distribution of brochures and flyers during family visits.

- **Main Center** | 220 Swinburne Road, Raleigh
- **Northern Regional Center** | 350 E. Holding Ave., Wake Forest
- **Eastern Regional Center** | 1002 Dogwood Dr., Zebulon
- **Southern Regional Center** | 130 N. Judd Pkwy NE, Fuquay-Varina
- **Millbrook Human Services** | 2809 E. Millbrook, Raleigh

WCPSS Center for International Enrollment & LEP Family Outreach

- Carroll Middle School Hispanic Parent Outreach Event
- Emailed 170 ESL teachers resources and information for distribution to families
- Distributed informational material in Spanish to Raleigh, Knightdale, Garner businesses: Caribbean Café, La Plaza Tienda, La Plaza, La Mejiana, International Food in Raleigh and Garner, La Panadetis Lupita; Elina’s Salon, Pueblo Supermarket; La Zulena Bakery; La Salvadorena Supermarket; Magaili’s Salon, Mama Greta Restaurant
- Wake Department of Human Services Booth – Hispanic Community Outreach
- WakeMed – La Clinica Roja
- Facilitated discussion with key Latino community leaders on Outreach strategies within their own communities, constituencies
- Shared information at Posados annual Event sponsored by Que Pasa Spanish Newspaper
- Conducted information sessions for LEP families (see information session list)

WCPSS Preschool Special Education Services

- Conducted (2) 1-hour school assignment **orientation sessions** for preschool teachers and staff
 - Overview of the plan, provided handouts and brochures to give to parents
 - Target: Preschool Special Education and Title I teachers who in turn will provide information and services to approx. 1300 students.
- Facilitated (2) 2.5-hour **teacher trainings**
 - More in-depth about the transition to kindergarten recommendation process for currently served preschool special education children

- Designed for full-day and part-day special education teachers so that they can discuss local and regional special education choices with their parents
- Provided 40 brochures and overview at **Childcare Center Director's meeting**
- **NC PreK Directors and Head Start meeting**
 - Provided an overview of the choice plan and reviewed the website with 40 directors of NC PreK programs and Head Start programs. Provided posters, brochures, and flyers.
 - NC PreK and Head Start together serve over 1200 four year olds
- **Parent night at Learning Together**
 - Staff member provided an overview for 8 parents
- **Parent night at Shaw University**
 - Provided reminders to parents of the process that had already been discussed with parents by the teachers.
 - Shaw serves 18 special education students and 18 other four year olds from NC PreK programs
- **Transition to K training**
 - Two annual trainings held for Central Service based staff and for teachers in schools. This will be Part 3 and will be held in January.

YMCA of the Triangle Area

- Placed fliers in the gift bags of children who are Angel Tree participants
- Informational materials (brochures, fliers) available at centers

Resource Centers

In addition to the **165 school locations** staffed with a dedicated school data manager and/or registrar and available computers for public access, the **Office of Student Assignment** and the **Center for International Enrollment**, the following organizations and their locations are offering opportunities for families/guardians to learn more about the Choice Assignment plan and have computer lab access to make choice selections.

A total of **24 extensive training sessions and presentations** were provided to Data Managers/Lead Counselors/Guidance Techs/Registrars/Dean of Students, principals and central service staff – all who are instrumental in our outreach/engagement efforts.

Train-the-trainer resources, including videos, materials and in-person training are provided to assist community mentors and volunteers assist families in navigating the website for information and the online selection tool.

Communities in Schools | Center Locations

Parent-family Open house information sessions will take place at CIS Wake's five community-based learning centers during the **weeks of January 16 and/or January 23**. Web-access will be provided for assignment choice review and selection by parents and families.

- [Progress Energy Learning Center at Capitol Park](#)
971 Harp Street, Raleigh 27604
- [Chavis Heights Learning Center](#)
781 Bright Creek Way, Raleigh 27601
- [RBC Bank Learning Center at Heritage Park](#)
416 Dorothea Drive, Raleigh 27601
- [SAS Learning Center at Kentwood](#)
3924 Neeley Street, Raleigh 27604
- [Mayview Learning Center](#)
1103 Parker Street, Raleigh 27607

Promotion: Door-to-door canvassing of neighborhoods surrounding CIS Wake's five community-based learning centers to distribute information flyers. 18 interns from area colleges and universities will participate in this **community service outreach project on 1/16/2012** (Martin Luther King, Jr. Holiday)

City of Raleigh Parks & Recreation

The Raleigh Parks and Recreation Department offers 25 community centers throughout the city that offer a variety of programs and services for families. Recreation Superintendent has offered to display posters at all locations.

- **Barwell Road** | 3935 Barwell Rd, 27610
- **Biltmore Hills** | 2615 Fitzgerald Dr, 27610
- **Briar Creek** | 10810 Globe Rd, 27617

- **Carolina Pines** | 2305 Lake Wheeler Rd, 27603
- **Chavis** | 505 Martin Luther King Jr. Blvd, 27601*
- **Green Road** | 4201 Green Rd, 27604
- **Greystone** | 7713-55 Lead Mine Rd, 27615
- **Halifax** | 1015 Halifax St, 27604
- **Jaycee** | 2405 Wade Ave, 27607
- **John P. Top Green** | 401 Martin Luther King Jr. Blvd, 27601
- **Lake Lynn** | 7921 Ray Rd, 27613
- **Laurel Hills** | 3808 Edwards Mill Rd, 27612
- **Lions** | 516 Dennis Ave, 27604
- **Marsh Creek** | 3050 N. New Hope Rd, 27604
- **Method** | 514 Method Rd, 27607
- **Millbrook Exchange** | 1905 Spring Forest Rd, 27615
- **Optimist** | 5900 Whittier Dr, 27609
- **Peach Road** | 911 Ileagnes Rd, 27603
- **Pullen** | 408 Ashe Ave, 27606
- **Ralph Campbell** | 756 Lunar Dr, 27610
- **Roberts** | 1300 E. Martin St, 27610*
- **Sanderford Road** | 2623 Sanderford Rd, 27610
- **Sgt. Courtney T. Johnson** | 1801 Proctor St, 27610
- **Tarboro Road** | 121 North Tarboro Rd, 27610
- **Worthdale** | 1001 Cooper Rd, 27610

Wake County Public Libraries

Public libraries offer opportunities for us to reach families with school-age children, in addition to extending opportunities for families without access to a home computer, public resources.

Posters are hung at 20 locations with brochure distribution at 8 locations.

- **Athens Drive Community Library** | 1420 Athens Drive, Raleigh
- **Cameron Village Regional Library** | 1930 Clark Ave., Raleigh
- **Cary Community Library** | 310 S Academy St., Cary
- **Duraleigh Road Community Library** | 5800 Duraleigh Road, Raleigh
- **East Regional Library** | 946 Steeple Square, Knightdale
- **Express Library Fayetteville Street** | 336 Fayetteville Street, Raleigh
- **Eva Perry Regional Library** | 2100 Shepherds Vineyard Drive, Apex
- **Fuquay – Varina Community Library** | 133 S Fuquay Ave., Fuquay-Varina
- **Green Road Community Library** | 4101 Green Road, Raleigh
- **Holly Springs Community Library** | 300 W. Ballentine St., Holly Springs
- **Leesville Community Library** | 5101 Country Trail, Raleigh
- **North Regional Library** | 7009 Harps Mill Road, Raleigh
- **Olive Raney Local History Library** | 4016 Carya Dr., Raleigh
- **Richard B. Harrison Community Library** | 1313 New Bern Ave., Raleigh
- **Southeast Regional Library** | 908 7th Ave., Garner
- **Southgate Community Library** | 1601-14 Cross Link Road, Raleigh
- **Wake Forest Community Library** | 400 E Holding Ave, Wake Forest
- **Wendell Community Library** | 207 S Hollybrook Road, Wendell

- **West Regional Library** | 4000 Louis Stephens Dr., Cary
- **Zebulon Community Library** | 1000 Dogwood Dr., Zebulon

YWCA

Providing affordable afterschool care at the **554 East Hargett Street** location downtown and at **Powell Elementary at 1130 Marlborough Road**, we can extend our reach with these families.

- We are in the process of coordinating a train-the-trainer session so that after-school coaches/staff can work with parents, grandparents to navigate school websites and choice selection tool
- *YWCA is working to identify dates they can open computer/media lab for Choice Selection use*

Enrollment Events

Family-School Partnership Day

- ***Friday, January 27***
Shaw University Center for Early Childhood Education
317 E Lenoir Street, Raleigh 27601
- Designed to assist WCPSS pre-school parents with the selection process, if needed. All our pre-school facilities host a variety of parent training topics such as literacy activities or inquiry based learning. As an example, Shaw has designated this next FSP day to be a day for making sure parents have made a choice, or if they haven't, we are inviting them to come to the center that day and each teacher will assist the family in navigating the system so they can make a choice.

WCPSS Kindergarten Round-up

- ***Thursday, February 2*** at WCPSS Elementary Schools, various times
- Kindergarten Round-Up is an opportunity for parents to learn about area schools. At Round-Up, parents may tour the school, meet the kindergarten teachers, and pre-enroll their child for school. Computers will also be available for families who would like to make a choice selection.

Positive Youth Development Day

- ***Saturday, February 4*** | 1:00 pm – 2:30 pm
- Tarboro Community Center
121 N. Tarboro Street, Raleigh
- 28 principals, non-profit support organizations invited to speak with parents/guardians
- Expected attendance: Families from the Battery Heights area, 6 neighborhoods
- Promotional support: Raleigh PD – Community Outreach door-to-door to 400 homes
- Computer lab available in the Teen Center for mobile Choice Selections; student assignment staff available for support

Education Summit – Early Childhood Learning

- **Saturday, February 11** | 8:00 am – 1:00 pm
- Saint Augusta Missionary Baptist Church
605 Bridge Street, Fuquay-Varina 27526
- *Sponsored by The Dudley Flood Movement Group, The Harriet B. Webster Task Force, The School/Community Helping Hands Mentoring Program of the Wake County Public School System*
- Topics include:
 - Getting your child ready for Kindergarten
 - Pre-K transition to Kindergarten
 - NC Pre-K application process
 - WCPSS Choice Plan & pre-enrollment opportunity
 - WCPSS Resources (Pre-School Services and Project Enlightenment)
 - WCPSS Academic Achievement Academy Program
 - Preparation for the NC End-of-Course and End-of-Grade Tests
 - Common Core vs. the NC Standard Course of Study
- Expected attendance: 300-500
- Transportation will be offered in collaboration by area church vans

WCPSS Office of Student Assignment

Office hours will be extended on Tuesday and Thursday's from 8:00 a.m. – 7:00 p.m. Additionally, staff will be conducting information sessions and Saturday mobile enrollments.

Additional mobile enrollment locations will include: Garner, Zebulon, Knightdale, Wendell, and Apex. *Final Saturday mobile enrollment session locations and times are being scheduled and will be released on Monday, January 9. Locations identified are in the no/low-response nodes identified.*

- **Saturday, Jan 21**
 - 9:30-11:30 | TBD
 - 1:30-3:30 | Chavis Community Center
505 Martin Luther King Jr. Blvd, 27601
- **Saturday, Jan 28**
 - 9:30-11:30 | TBD
 - 1:30-3:30 | Roberts Community Center
1300 E. Martin St, 27610
- **Saturday, Feb 4**
 - 9:30-11:30 | TBD
 - 1:30-3:30 | Tarboro Community Center (Positive Youth Development Day)
121 N. Tarboro Road, Raleigh
- **Saturday, Feb 11**
 - 8:00-1:00 | Saint Augusta Missionary Baptist Church (Education Summit)
605 Bridge Street, Fuquay-Varina 27526
- **Saturday, Feb 18**
 - 9:30-11:30 | TBD
 - 1:30-3:30 | TBD

Budget

Expenses (as of 12/31/2011)

DESCRIPTION	QTY	COST
Print - Postcards	5,000	-451.00
Print - Badge inserts	100	-15.00
Print - Brochures (E)	158,000	-9930.00
Print - Brochures (S)	26,230	-1942.00
Print - Posters (E)	2,000	-750.00
Print - Posters (S)	600	-261.00
Verizon – Data card	1 (\$40/month)	-80.00
Initial student assignment strips (printing & packaging of letters/envelops)	136,150	-12,295.00
Interpreter Services – info sessions		-2888.00
<i>subtotal</i>		-28,612.00

In-kind donation or sponsorship (as of 12/31/2011)

ORGANIZATION	DESCRIPTION	QTY	COST
CIS Coca-Cola	Print - Flyers (b/w)	50,000	In-kind
Rex Hospital	Print - Brochures (Eng/Spn)	40,000	In-kind
Fairway Outdoor Advertising	Billboard signs – SE Raleigh	3	In-kind
Lifetouch	High-res images	10	In-kind
Capitol Broadcasting	Radio – PSA spots: 12/5 – 2/24 (WRAL, WCMC, WDNC – Eng; WCLY – Span;)	~648	In-kind
Progress Energy	Mobile registration support		+1800.00

Forecasted

DESCRIPTION	QTY	COST
Interpreter Services		-2012.50
Tablecloths/Banner stands	3	1500.00
Banner ads		5000.00
Direct mail to no-response nodes	5000-7000	<i>determine need</i>
Print - flyers	20,000	-1250.00
Mobile enrollment (fuel)		-500.00
<i>subtotal</i>		-5212.50

TOTAL EXPENSES		\$38,824.50
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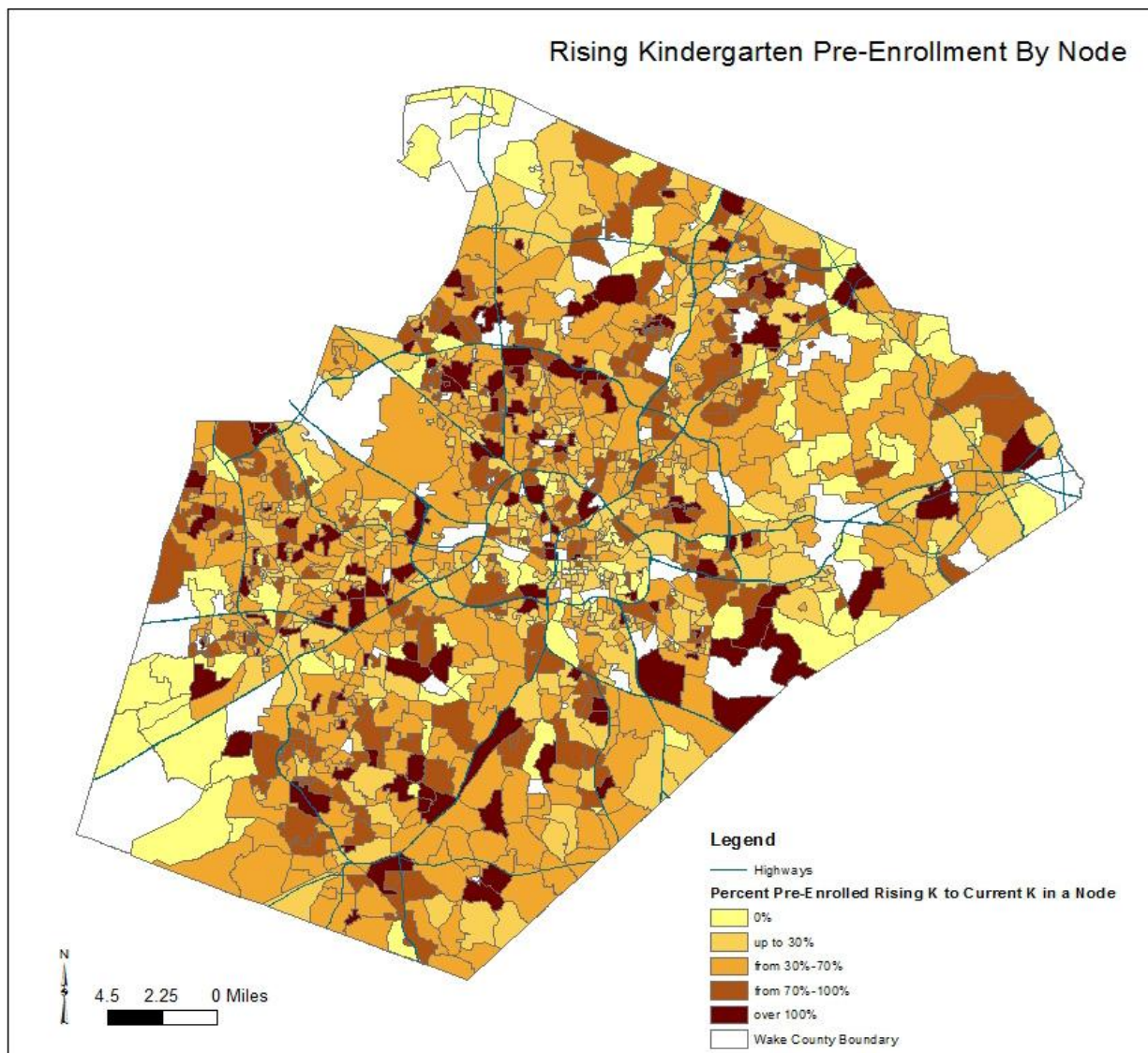
Appendix

School Marketing

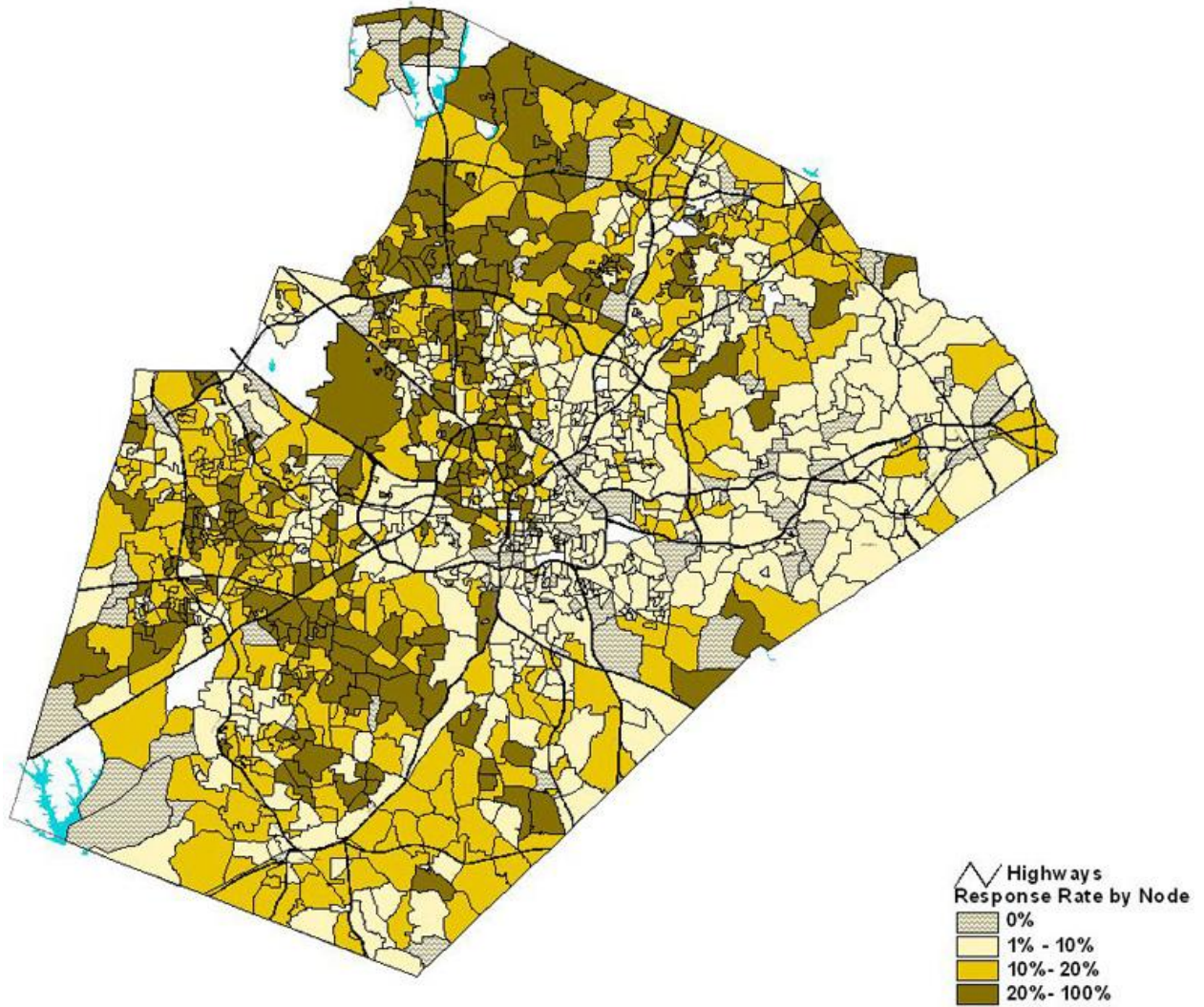
- See attached spreadsheet for school updates on open houses, info sessions, web updates, and creation of marketing materials.

Maps

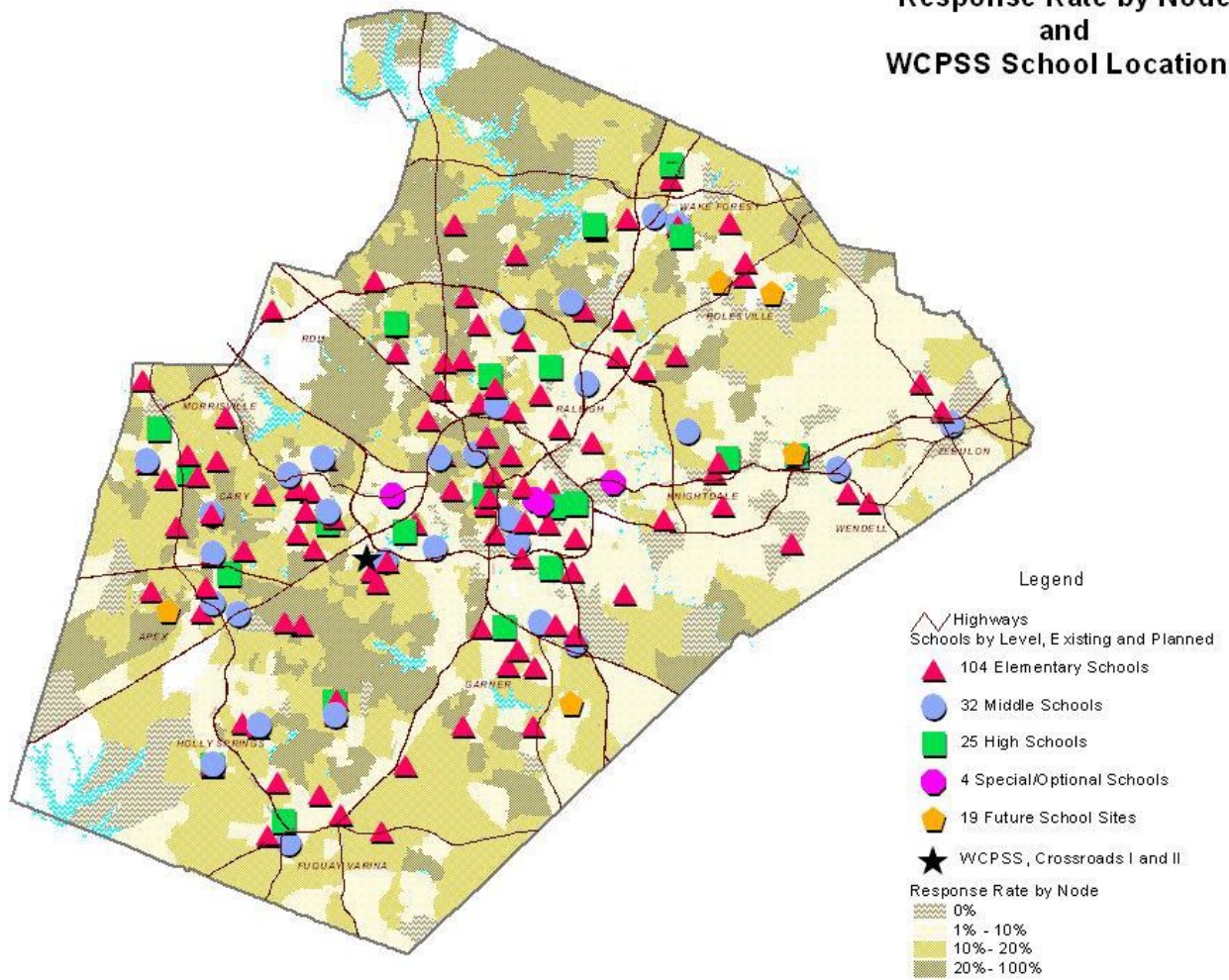
- Rising Kindergarten Pre-Enrollment by Node
- No response maps
- School locations, Central office
- Outreach events / activities / partner resource centers / mobile enrollment events



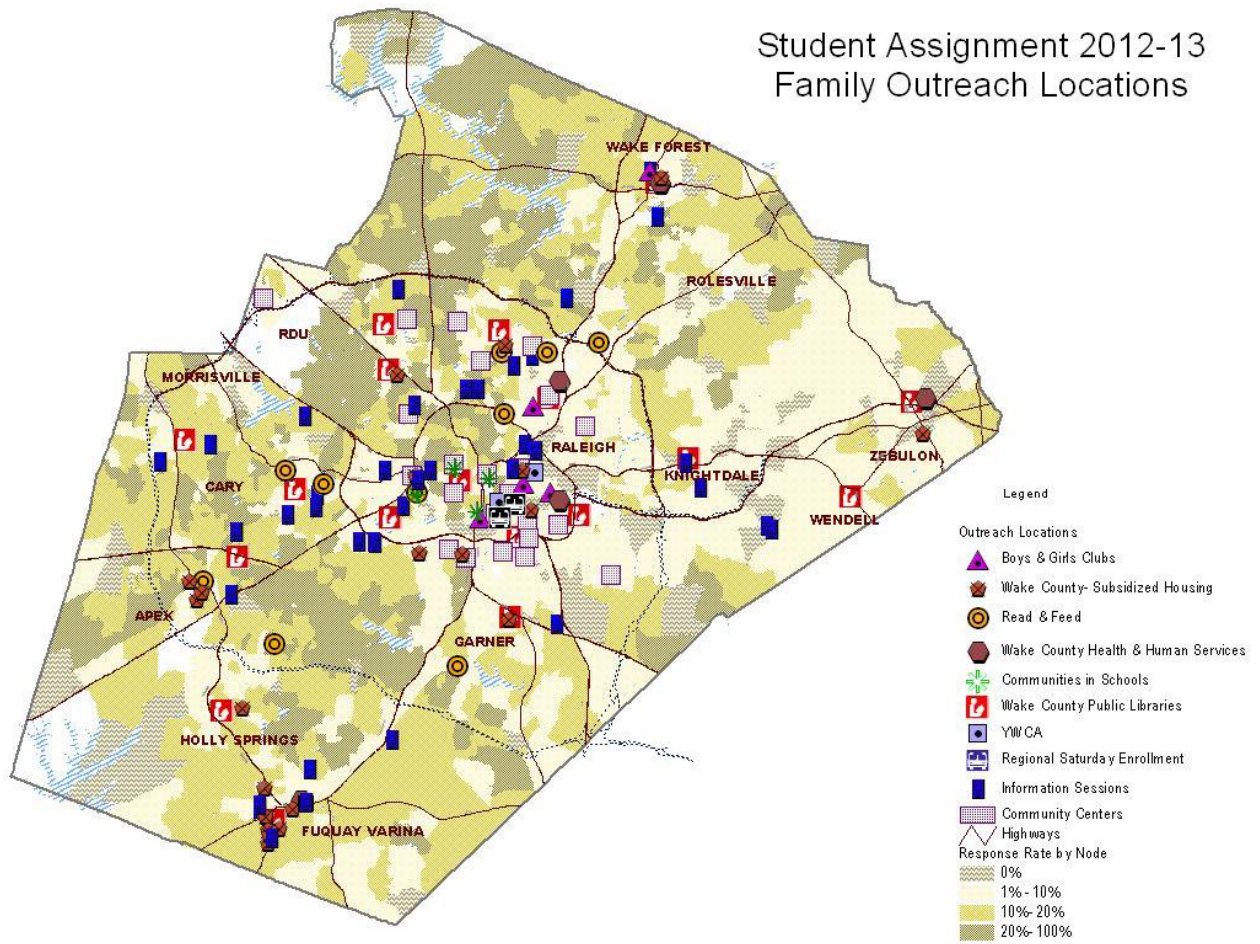
Response Rate by Node



Response Rate by Node and WCPSS School Locations



Student Assignment 2012-13 Family Outreach Locations

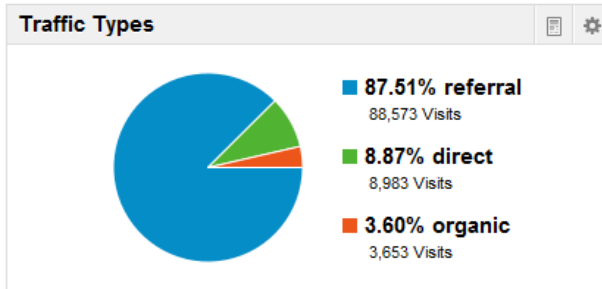
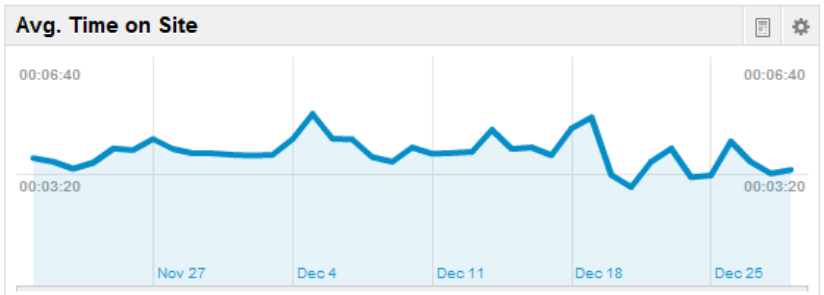
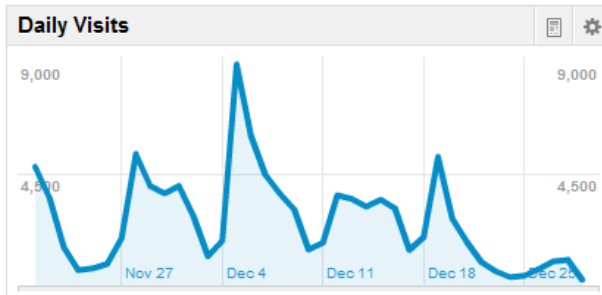


Web metrics:

Source: Google Analytics

Date range: 11/21/2011 – 12/29/2011

www.assignment.wcpss.net



61,335 people visited this site

- 101,220 Visits
- 61,335 Unique Visitors
- 382,219 Pageviews
- 3.78 Pages/Visit
- 00:04:08 Avg. Time on Site
- 27.41% Bounce Rate
- 45.21% % New Visits

Source	Visits	% Visits
wcpss.net	36,608	41.33%
assignment.wcpss.net	30,626	34.58%
wwwgis2.wcpss.net	4,664	5.27%
www2.wcpss.net	4,361	4.92%
wral.com	580	0.65%
srhs.net	283	0.32%
dillarddrivemiddle.com	240	0.27%
sandersonhs.wcpss.net	234	0.26%
enloehs.wcpss.net	228	0.26%
blackboard.wcpss.net	220	0.25%

