

Design - Lab High Recruitment/Outreach June 2016 - September 2017

Month	Events/Activities/Outreach	Dates/Frequency
June 2016	<ul style="list-style-type: none"> ▪ DLHS Tours/Wed., Thurs., Saturday ▪ REACH FM Radio – 89.1 FM Wilmington, 91.9FM Middletown, Dover, 106.7 advertisement ▪ Boys & Girls Club (Bear) ▪ YWCA (Wilmington) ▪ Faith City Outreach ▪ Face Book 	<ul style="list-style-type: none"> ▪ DLHS – Wed. & Thurs. 5:30-7:30 pm., Sat. 10:00 -2:00 pm. ▪ REACH – 114 ads per mo., 8 plays per day, 7 days a week. ▪ Boys & Girls – weekly 5-8 pm. ▪ YWCA – 6/18/16 - 4 hrs. outreach ▪ Faith City Outreach – 3-4 times per week 5-6 hrs. ▪ Face Book – maintained by another staff member/updates
July 2016	<ul style="list-style-type: none"> ▪ DLHS Tours/Wed., Thurs., Saturday ▪ REACH FM Radio ▪ Boys & Girls Club (Wilmington) ▪ Faith City Outreach ▪ Raising Kings Conference ▪ Bethel AME (Outreach) Youth Explosion ▪ Face Book 	<ul style="list-style-type: none"> ▪ DLHS tours, REACH radio, Faith City Outreach, and the Boys & Girls Club stats are consistent for each month. ▪ Raising Kings Conference July 9th, 9am. - 4 pm.

		<ul style="list-style-type: none"> ▪ Bethel Youth Explosion – July 17, 12 pm. – 4 pm.
<p style="text-align: center;">August 2016</p>	<ul style="list-style-type: none"> ▪ DLHS Tours/Wed., Thurs., Saturday ▪ REACH FM Radio ▪ Boys and Girls Club ▪ Faith City Outreach ▪ Ezion Mount Carmel Youth Expo ▪ Victory Youth Group Summer Explosion ▪ Face Book 	<ul style="list-style-type: none"> ▪ DLHS tours, REACH radio, Faith City Outreach, and the Boys & Girls Club stats are consistent for each month. ▪ Ezion Mount Carmel, Back to School Event – 8/13/16, 12 pm. – 4 pm. ▪ Victory Youth Explosion – 8/8/16, 10 am. – 3 pm.
<p style="text-align: center;">September 2016</p>	<ul style="list-style-type: none"> ▪ DLHS Tours/Wed., Thurs., Saturday ▪ REACH FM Radio ▪ Boys & Girls Club ▪ Faith City Outreach ▪ XQ Celebration/DLHS Table ▪ Newark Community Day 	<ul style="list-style-type: none"> ▪ DLHS tours, REACH radio, Faith City Outreach, and the Boys & Girls Club stats are consistent for each month. ▪ XQ/DLHS Celebration/DLHS provided an information booth at this event to market new families. Event date: 9/24/16. ▪ Newark Community Day- 9/20/16.

<p style="text-align: center;">October 2016</p>	<ul style="list-style-type: none"> ▪ DLHS Tours/Wed., Thurs., Saturday ▪ REACH FM Radio ▪ Faith City Outreach ▪ Boys & Girls Club ▪ Thomas Edison Charter Outreach ▪ Family Foundation Outreach ▪ Gateway Charter School ▪ Charter School Expo 	<ul style="list-style-type: none"> ▪ DLHS tours, REACH radio, Faith City Outreach, and the Boys & Girls Club stats are consistent for each month. ▪ Thomas Edison Charter-School Expo night – 10/11/16 4 pm-7pm. ▪ Family Foundation School Expo night – 10/12/16 – 4:30 pm-7:30 pm ▪ Gateway Charter School Expo -5 – 8 pm. ▪ Delaware Charter School Expo – 9 am – 3 pm
<p style="text-align: center;">November 2016</p>	<ul style="list-style-type: none"> ▪ DLHS Tours/Wed., Thurs., Saturday ▪ REACH FM Radio ▪ Faith City Outreach ▪ Boys & Girls Club ▪ 18,000 postcards were mailed to rising 9th, 10th, and 11th grade students in New Castle County. ▪ Out & About magazine (ad about DLHS 	<ul style="list-style-type: none"> ▪ DLHS tours, REACH radio, Faith City Outreach, and the Boys & Girls Club stats are consistent for each month. ▪ Postcard mailing – 18,000 families in New Castle, Delaware.

<p>December 2016</p>	<ul style="list-style-type: none"> ▪ DLHS Tours/Wed., Thurs., Saturday ▪ REACH FM Radio ▪ Boys & Girls Club ▪ Faith City Outreach ▪ Out & About magazine (ad about DLHS) 	<ul style="list-style-type: none"> ▪ DLHS tours, REACH radio, Faith City Outreach, and the Boys & Girls Club stats are consistent for each month. ▪ <i>Note this is a short month due to the 2-week holiday break for students.</i>
<p>January 2017</p>	<ul style="list-style-type: none"> ▪ DLHS Tours/Wed., Thurs., Saturday ▪ REACH FM Radio ▪ Faith City Outreach ▪ Boys & Girls Club ▪ GRPC Friday Youth Group Presentation (14 to 17 yr. old) ▪ News Journal (High School News Report section) Jan. ▪ Delaware Today (DLHS full page advertisement. ▪ News Journal (insert – Education Resources ▪ Out & About magazine (ad about DLHS) 	<ul style="list-style-type: none"> ▪ DLHS tours, REACH radio, Faith City Outreach, and the Boys & Girls Club stats are consistent for each month. ▪ GRPC outreach event – 1/13 & 1/20/17. Time of the events 5 pm. – 8 pm.
	<ul style="list-style-type: none"> ▪ DLHS Tours/Wed., Thurs., Saturday ▪ REACH FM Radio ▪ Faith City Outreach 	<ul style="list-style-type: none"> ▪ DLHS tours, REACH radio, Faith City Outreach, and the

<p>February 2017</p>	<ul style="list-style-type: none"> ▪ Girls Inc. presentation at Faith City ▪ Bethel Youth group ▪ News Journal (High School News Report section) Feb. 	<p>Boys & Girls Club stats are consistent for each month.</p> <ul style="list-style-type: none"> ▪ Girls Inc. – 2/5/17 – 6:30 pm to 8:00 pm. ▪ Bethel Youth – 2/17/17 – 5:00 – 8:30 pm.
<p>March 2017</p>	<ul style="list-style-type: none"> ▪ DLHS Tours/Wed., Thurs., Saturday ▪ REACH FM Radio ▪ Faith City Outreach ▪ Boys & Girls Club ▪ Faith City Education Fair (175 avg.) students attended the event. ▪ Bayard School/Afterschool Delaware Futures program ▪ Sky Zone Recruitment ▪ News Journal (High School News Report section) Mar. ▪ Facebook Recruitment Blitz 	<ul style="list-style-type: none"> ▪ DLHS tours, REACH radio, Faith City Outreach, and the Boys & Girls Club stats are consistent for each month. ▪ Faith City Education Expo Date: 3/26, 12-5pm. ▪ Byard presentation to FAME students with Elia Butcher-DLHS admin. Assistant. ▪ Sky Zone Event – 3/16/17, 6:00 – 8:00 pm
<p>April 2017</p>	<ul style="list-style-type: none"> ▪ DLHS Tours/Wed., Thurs., Saturday ▪ REACH FM Radio ▪ Faith City Outreach ▪ Boys & Girls Club ▪ Faith City Education Fair ▪ Christina Skate Recruitment/After Spring break party 	<ul style="list-style-type: none"> ▪ DLHS tours, REACH radio, Faith City Outreach, and the Boys & Girls Club stats are consistent for each month. ▪ Note slower month due to spring break/schools out and parents traveling.

	<ul style="list-style-type: none"> ▪ Fuddruckers Fundraiser/Recruitment Event ▪ Facebook Recruitment Blitz 	<ul style="list-style-type: none"> ▪ Faith City Education Fair – 4/9 and 4/23. Event time 3-6 pm. ▪ Christiana Skate – 4/24/17, 6:30 – 8:30 pm. ▪ Fuddruckers – April 26, 4-9pm.
<p style="text-align: center;">May 2017</p>	<ul style="list-style-type: none"> ▪ DLHS Tours/Wed., Thurs., Saturday ▪ REACH FM Radio ▪ Faith City Outreach ▪ Boys & Girls Club ▪ Prestige Academy -hand delivered 60 recruitment cards to be distributed at the end of the school day to 8th grade students. ▪ Panera Bread (fundraiser/recruitment event) ▪ 18,000 postcards were mailed to rising 9th, 10th, and 11th grade students in New Castle County ▪ Faith City Education Expo ▪ Panda Express (fundraiser/recruitment event) ▪ Facebook Live Stream Redesign Day ▪ Facebook, Twitter, Instagram (Renewal) 	<ul style="list-style-type: none"> ▪ DLHS tours, REACH radio, Faith City Outreach, and the Boys & Girls Club stats are consistent for each month. ▪ Prestige Academy -8th graders – target market 54 student’s undecided about high school selection for fall 2017. ▪ Postcard mailing to 18,000 students- week of 5/1/17 ▪ Faith City Education Expo – 5/7 and 5/21, 3-6 pm ▪ Panera Bread – 5/31/17 ▪ Panda Express – 5/17/17
	<ul style="list-style-type: none"> ▪ DLHS Tours/Wed., Thurs., Saturday ▪ REACH FM Radio ▪ Faith City Outreach 	<ul style="list-style-type: none"> ▪ DLHS tours, REACH radio, Faith City Outreach, and the

<p>June 2017</p>	<ul style="list-style-type: none"> ▪ Boys & Girls Club ▪ Ice Cream Festival (Rockwood Park) ▪ New website - Planning phase ▪ Chipotle (Fundraiser/recruitment) ▪ Buffalo Wild Wings 	<p>Boys & Girls Club stats are consistent for each month.</p> <ul style="list-style-type: none"> ▪ Ice Cream Festival- 6/24 & 6/25/17 -pd. and confirmed both days 9 – 6 pm. ▪ Chipotle – 6/6/17 ▪ Buffalo Wild Wings – 6/14/17
<p>July 2017</p>	<ul style="list-style-type: none"> ▪ DLHS Tours/Wed., Thurs., Saturday ▪ REACH FM Radio ▪ Faith City Outreach ▪ Boys & Girls Club ▪ <i>Dancing In The Park</i> ▪ 7-week billboard campaign with Clear Channel 	<p>DLHS tours, REACH radio, Faith City Outreach, and the Boys & Girls Club stats are consistent for each month.</p> <ul style="list-style-type: none"> ▪ Dancing In The Park – 7/29/17, 4-9 pm. ▪ Clear Channel 7-week billboard campaign- PENDING
<p>August 2017</p>	<ul style="list-style-type: none"> ▪ Geek Squad Academy ▪ DLHS Tours/Wed., Thurs., Saturday ▪ REACH FM Radio ▪ Faith City Outreach ▪ Boys & Girls Club ▪ Anime Day 	<p>DLHS tours, REACH radio, Faith City Outreach, and the Boys & Girls Club stats are consistent for each month.</p> <ul style="list-style-type: none"> ▪ Anime Day – 8/26, 10 am – 3:00 pm.

<p>September</p>	<ul style="list-style-type: none"> ▪ DLHS Tours/Wed., Thurs., Saturday ▪ REACH FM Radio ▪ Faith City Outreach ▪ Boys & Girls Club ▪ Newark Community Day 	<ul style="list-style-type: none"> ▪ DLHS tours, REACH radio, Faith City Outreach, and the Boys & Girls Club stats are consistent for each month. ▪ Newark Community Day – 9/17/17, 11am to 4:00 pm.
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