

Newark Charter School Outreach Plan

Department of Education Condition of Approval for NCS Expansion:

“As a result and to that end, the Department approves the application for modification but conditions that approval on: (1) the development, approval and implementation of an outreach plan to significantly increase, consistent with the public school population it serves, the diversity of NCS going forward.”

Action Plan:

	Task	Date
✓	Develop a diverse outreach steering committee to assist with development and implementation of an Outreach Plan	04/30/12
✓	Create overall goals and objectives	05/15/12
✓	Develop a diversity mission statement	05/15/12
✓	Develop a draft proposal	05/16/12
✓	Submit Plan to DOE ~ await approval of plan	05/17/12
	Develop sub-committees to plan for implementation	06/30/12
	Provide progress update to board; expense review/approval if needed	Ongoing
	Work with sub-committees to begin implementation	Ongoing
	Review and adjust implementation plans as needed	Ongoing

Outreach Steering Committee:

Ivanka Carbajal, Parent	Esther Jackson, Dean of Instruction
Karen White, Parent	Monica Bovankovich, Teacher
Rekha Bharati, Parent	Nanci Colby, Board Member

NCS Diversity Mission Statement:

Newark Charter School desires to create and sustain an environment that prepares our students for citizenship in an increasingly global society, living and learning among peers whose perspectives and experiences differ from their own. We embrace differences and commonalities across race, nationality, gender, religion, physical appearance, learning ability, and socio-economic backgrounds. We value every student and consider their contribution significant.

Overall Goal:

To increase the quantity of admission applications received from underrepresented populations in the NCS five mile preference area.

- ❖ **Objective I:** Increase awareness of NCS offerings and the application process amongst the targeted populations
- ❖ **Objective II:** Improve the attractiveness of the school to the under-represented populations and sustain the outreach effort by improving the school's diversity and inclusion programs and practices.

Newark Charter School Diversity Action Items

Objective I: Increase awareness of NCS offerings and the application process among the targeted populations

Strategy	Steps	Measurable Goals	Timeline	Status
<p>Create a culturally diverse outreach task force to develop and implement plan</p>	<ul style="list-style-type: none"> • Recruit culturally diverse parents and staff; meet regularly to plan and execute diversity initiative; survey NCS parent base for areas of language facility other than English to serve as resource people for the outreach activities 	<ul style="list-style-type: none"> • Present NCS Outreach Plan to DE DOE • List all available parents/ NCS staff available to assist with translations into other languages – live and print – as resource pool 	<p>5/17/12</p> <p>7/30/12</p>	<p>Complete</p>
<p>Improve the awareness of the annual application process / deadlines among underrepresented populations</p>	<ul style="list-style-type: none"> • Make all application and enrollment materials available in Spanish • Obtain public access mailing list and send a notification postcard (with application deadlines) to homes; include where to obtain materials in Spanish • Offer “Application Help” events at locations around the community, e.g., libraries, community centers 	<ul style="list-style-type: none"> • Distribute application and enrollment materials in Spanish • Send open enrollment postcard notification to at least 190 identified subgroup homes • Hold 3 events to help parents fill out NCS application forms – at Newark Day Nursery, New Castle County Head Start offices, Newark Library (places/dates to be confirmed), with parent sign-in 	<p>10/10/12</p> <p>9/30/12</p> <p>11/17/12</p>	

	<ul style="list-style-type: none"> Place “NCS Open Enrollment” yard signs strategically around the community During fall open house, offer “What Makes a Good School” session (with translator) to help parents, who due to a language barrier or other situation, may not understand what to look for in a school and how a charter school operates 	<ul style="list-style-type: none"> Place 30 “NCS Open Enrollment” yard signs in target neighborhoods Hold parent information session, with interpreter(s), during NCS Open House, with parent sign-in 	<p>10/10/12</p> <p>11/10/12</p>	
<p>Update and/or create NCS materials to ensure they accurately reflect our diversity mission</p>	<ul style="list-style-type: none"> Create a short marketing video (with Spanish version) and provide the website link in all materials; show at open house and other parent events Develop an FAQ pamphlet to be distributed in various venues – tabling events/ take-one kiosks – that addresses target population concerns, e.g., School Nutrition Program, used uniform availability (preference given to F/R families), support services 	<ul style="list-style-type: none"> Show video at least 3 times to target parent gatherings; post on NCS website Print 750 FAQ fliers directed at providing information about NCS to the subgroup parents/families 	<p>11/17/12</p> <p>6/10/12</p>	<p>Complete</p>

	<ul style="list-style-type: none"> Revise and update website to better reflect school's diversity, highlighting the academic and other successes of the sub-group students 	<ul style="list-style-type: none"> Updated website available to public access 	7/31/12	
Tabling at community events that involve our under-represented populations	<ul style="list-style-type: none"> Participating with parent and school representatives, distributing FAQ fliers and application process information at different community events, e.g., Newark Community Day, Suburban Plaza Harvest Days, Peoples Plaza fall event, YMCA events, Boys and Girls Clubs of DE events, Newark Day Nursery Annual Picnic 	<ul style="list-style-type: none"> Give out parent FAQ fliers at Newark Day Nursery annual picnic Give out 350 FAQ fliers and application materials at community events targeting the subgroups (low SES, African American, ELL, etc.) 	6/13/12 – 6 pm 11/17/12	
Distribute NCS brochures and posters to locations that serve the under- represented populations	<ul style="list-style-type: none"> Place FAQ fliers and application process information and posters at various locations, e.g., Newark Housing Authority, Social Services Offices, Head Start locations and daycare centers, churches, pediatrician and dentist offices 	<ul style="list-style-type: none"> Place 250 FAQ fliers at designated locations to be available to subgroup parents/families, e.g., low SES, African-American, ELL 	11/17/12	

Objective II: Improve the attractiveness of the school to the under-represented populations and sustain the outreach effort by improving the school's diversity and inclusion programs and practices.

Strategy	Steps	Measurable Goals	Timeline	Status
<p>Improve offerings that benefit low SES families and students</p>	<ul style="list-style-type: none"> • Offer NCS summer camp scholarships to eligible students • Offer computer lab hours for students with no access to a computer in before and after school settings • Ask teachers to revisit curriculum to identify more ways to integrate cultural awareness and ways for students to celebrate their differences • Ask faculty to present ideas in staff meetings 	<ul style="list-style-type: none"> • Provide 3-5 summer camp scholarships annually • NCS library computers available before and after school with student/parent sign-in at least two days per week • Annual Yearlong Plans submitted reflecting increased diversity integration • Faculty presentations of diversity integration in unit/lesson planning 	<p>06/01/13</p> <p>8/27/12</p> <p>9/7/12</p> <p>10/5/12</p>	
<p>Develop an Anti-Bias program and manage it parallel to the school's Anti-bullying efforts</p>	<ul style="list-style-type: none"> • Provide diversity awareness and sensitivity education for all staff – in-service presentations and PLCs 	<ul style="list-style-type: none"> • Hold day-long professional development event focusing on diversity issues and sensitivity; revisit with PLC conversations 	<p>6/30/13</p>	

	<ul style="list-style-type: none"> • Identify cultural differences and/or sensitivities that may impact parental involvement and student participation • Continue group guidance programs to improve awareness of diversity and inclusion; include diversity celebrations in Morning Meetings 	<ul style="list-style-type: none"> • Hold diversity PLC – “Culturally Aware Teaching” for instructional staff • Hold ELL PLC – “Best Practices for ELL Instruction” for instructional staff • Guidance yearlong plans reflect increased attention to diversity issues • Diversity celebrations included in Morning Meeting the first Monday of each month 	<p>8 sessions – September 2012-April 2013</p> <p>8 sessions – September 2012-April 2013</p> <p>6/30/13</p> <p>6/30/13</p>	
<p>Offer “Parent Buddy” Program and Student Mentor Program</p>	<ul style="list-style-type: none"> • Recruit existing parents with diverse backgrounds to volunteer, offering new parents a Parent Buddy with similar backgrounds/language ability to whom they may go for questions regarding the school and its programs 	<ul style="list-style-type: none"> • Establish resource list of 10-12 NCS parents for various world language fluency and willingness to assist with translating print and in face-to-face situations to be Parent Buddies • Assign 4-10 Parent Buddies to identified ELL and low SES families as appropriate 	<p>9/30/12</p> <p>10/5/12</p>	

	<ul style="list-style-type: none"> • Provide a leadership opportunity to successful students to act as mentors to a student(s) with similar cultural background to help newer students assimilate into the school 	<ul style="list-style-type: none"> • Choose at least three current NCS students from subgroup populations and assign them as mentors to incoming NCS students; provide regular contact times 	9/30/12 through 6/7/13, ongoing in successive school years	
Develop a Parent-Run Resource Center	<ul style="list-style-type: none"> • Recruit volunteers to establish a parent resource center • Ask parents to donate books and videos related to parenting, study skills, academic achievement that will be part of the parent resources • Offer teacher led parent seminars such as <i>How to Help with Homework</i>, <i>How to Help with Organization</i>, <i>How to Motivate Your Child</i> ; inform parents of the manner in which the school's curriculum (Core Knowledge) addresses diversity topics, e.g., the Civil Rights Movement, South American Independence, the Underground Railroad, Caesar Chavez, Muhammed, Marco Polo 	<ul style="list-style-type: none"> • Parents meet to plan parent resource center • Collect donated materials – books, videos, parenting materials - in target languages; set up materials for loan to parents in ES library • Open Parent Resource Center • Provide a schedule of parenting workshops to subgroup families via Monday Folders • Hold workshops for parents with parent/family sign-ins (annual events) 	10/01/12 Summer 2012 8/23/12 6/30/13 6/30/13	

	<ul style="list-style-type: none"> • Offer these sessions in Spanish for Spanish-speaking parents; canvas incoming parent groups to see if other languages need interpreter and translation services 	<ul style="list-style-type: none"> • Provide translators as appropriate at workshops 	6/30/13	
Celebrate diversity	<ul style="list-style-type: none"> • Conduct activities during Disabilities Awareness Month in March focusing upon the stories of those who have overcome adversity; use members of the community, local and school, to bring their own stories • Conduct an annual Multicultural Festival on campus for families, celebrating cultural diversity, advertising both in-school and out in the community • Publicize positive stories featuring students who belong to underrepresented groups (NCS Quarterly Newsletter that is part of NCS publicity and recruitment material) 	<ul style="list-style-type: none"> • Guidance classes (MS), Morning Meetings (ES) present disability awareness lessons, as per yearlong planning • Hold Multicultural Festival for NCS families, attended by at least 100 parents and students • Include at least three stories featuring diversity topics or members of subgroups in every NCS Quarterly Newsletter 	03/01/12 5/4/13 4 publications during each school year, ongoing	
Identify a community-based partnership	<ul style="list-style-type: none"> • Identify a community-based group that serves the target subgroups 	<ul style="list-style-type: none"> • Meet with representatives of the local community-based group to seek feedback and improve upon on the NCS Outreach Plan 	06/30/12	

Outreach Plan Targets

The following targets are intended to be used by the school’s Board of Directors to assess the effectiveness of the outreach plan on an annual basis and to provide data to revise the plan as necessary.

Baseline for data for comparison will be the demographic data collected on September 30th of the 2011-2012 school year – the school year prior to the implementation of the outreach plan (see chart below).

- 1) The school’s goal is to increase the percentage and number of students in three underrepresented demographic groups each year during the next five years.

	# new non- sibling enrollees	African- Amer. Hispanic Multi-Race*	# addl. students	Low- Income	# addl. students	Special Education	# addl. students
baseline		20.9%		16.0%		6.0%	
2013- 2014	347	22.0%	76	18.0%	62	6.3%	5
2014- 2015	162	24.0%	39	20.0%	32	6.6%	3
2015- 2016	162	26.0%	42	22.0%	36	6.9%	3
2016- 2017	162	28.0%	45	24.0%	39	7.2%	3
2017- 2018	162	30.0%	49	26.0%	42	7.5%	4
TOTAL	995		251		212		17

To place these targets in a realistic context, Newark Charter School’s figures are compared against two Christina School District schools: Downes and West Park (below). These are excellent comparison schools because they are the schools geographically closest to Newark Charter School and because they enroll Kindergarten students. The vast majority of Newark Charter’s new students will be Kindergarteners. The comparisons show that Newark Charter School’s overall percentage of students in the combined underrepresented racial groups will parallel the nearby district schools in just a few years. Newark Charter School is more conservative in its Low Income projections because the impact of adding a food nutrition program (free and reduced lunch) in 2012-2013 is still unknown.

	Downes	West Park	NCS (BASELINE)	NCS 2013-2014	NCS 2014-2015	NCS 2015-2016	NCS 2016-2017	NCS 2017-2018
African American	20.4	20.7	11.1	12	13	14	15	16
Hispanic	7.9	4.1	4.2	5	6	7	8	9
Multi-Race	1.3	0.8	5.5	5	5	5	5	5
TOTAL	29.6	25.6	20.8	22	24	26	28	30

	Downes	West Park	NCS (BASELINE)	NCS 2013-2014	NCS 2014-2015	NCS 2015-2016	NCS 2016-2017	NCS 2017-2018
Low-Income	35.1	41.3	16	18	20	22	24	26
Special Education	7.5	5.5	6	6.3	6.6	6.9	7.2	7.5

- 2) At least 90% of the strategies identified in the outreach plan will be implemented with documentation each year. This documentation will be sent to the Secretary of Education each year.
- 3) Since the outreach plan aims to increase the number of applicants who might not otherwise have applied, the total number of applications received annually during the lottery will exceed the number of applications received during the baseline year by 8 %. (Baseline applications = 1,653).

*Note: In 2010 the Federal Government required all parents of newly-admitted students to have the option of using a new racial identification of “Multi Race”. By parents checking more than one racial category their children were automatically identified as “Multi Race” instead of, for example, “African American.” At Newark Charter School, most of the students who are classified as “Multi-Race” were correctly classified as “African American” or “Hispanic” the year before the coding change went into effect. The Christina District opted to only convert the racial codes for their newly admitted students whereas Newark Charter opted to convert 100% of its enrolled students as well as the newly admitted students. Therefore, it is useful to look at aggregate of the three underrepresented racial groups since we are experiencing an increasing number of blended families.