

Sussex Academy Elementary Initial Outreach Plan

February 2020

1. Create advertisements in English and Spanish for publication. Develop ads for social media.
2. Compose email to go out to school community and organizations and agencies from our Outreach Contacts list.
3. Research possibilities for billboard space near Georgetown to coincide with timing of charter approval.
4. Develop question and answer page for Sussex Academy website related to elementary school grades.

March 2020

1. Post a 'Question and Answer' page on our Sussex Academy website, with frequently asked questions regarding the elementary school, application process and projected timeframe.
2. Email/ app notification to all of our current students/families with information and updates on the elementary school.
3. Email/ written letter to the agencies and organizations on our Outreach Contacts list with same information and instructions to follow our website and social media pages for the most up-to-date information.

Upon Approval Of Charter Modification

1. Press releases prepared to inform local media outlets of the addition of the elementary school, information on the school, the application process and how to follow up for more information.
2. Advertisements with the new elementary school tours, application dates, and process will be designed and ready to go out upon approval of the charter modification.
3. Print ads will be developed in both English and Spanish language and send to the following publications: Coastal Point, Cape Gazette, HOY en Delaware, Seaford Star. Laurel Star. Milford Chronicle.
4. Billboard advertising the new school.
5. Send updated letter and email to everyone on Outreach Contacts list with details of application dates and process.
6. Phone calls (as follow up to emails and letter) to outreach contacts at community organizations and agencies that serve elementary age children and families in Sussex County

Events

1. Host 1-2 Open House Tour dates at the elementary school.
2. Host Application Assistance Night to offer assistance in completing the state school choice application during the open application period. To be hosted at Sussex Academy to assist families with the process (online or paper) in English and Spanish.

Outreach to Promote Diversity in our Applicant Pool

1. Follow outline from the toolkit: "Recruitment and Enrolling a Diverse Student Body in Public Choice Schools" developed by the Century Foundation.
2. Seek to develop and foster collaborative relationships with organizations, agencies, religious institutions, etc... that serve diverse populations throughout Sussex County. Extend personal invitations to contacts and representatives to tour the school and meet with school leadership.
3. Host events involving and engaging the wider community
4. Review demographic data for our school as compared to other local districts and Sussex County as a whole to determine needs for targeted outreach.
5. Review factors that ensure students from different backgrounds will be supported once enrolled.