

## Summary of Outreach Committee for International School 3/15/99 meeting

Lincoln High School

recorder: Michele Anciaux

facilitator: Matt Couch from Alliance for Education

present: Richard Mellish, Matt Couch, Paul Aoki, Michele Anciaux, Deanna Fryhle, Jeff Laband, Tom Atkins

FYI: Susan Miller, SAFECO; Alicia, UW Dept. of Linguistics, Karen Santangelo, Alliance for Education

NEXT MEETINGS: March 29, April 5, April 19 (?) 3:15-5:15 at Lincoln High

### REVIEW OF DISCUSSION ITEMS FROM 2/22/99 MEETING

(with UPDATES from 3/15/99 meeting.)

#### Discussion

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#### 1. Top priority is getting DISTRICT COMMITMENT

- \* Alliance needs mandate to continue work
- \* maybe Press Conference to get this on radar screen?

UPDATE: Karen met with Joseph Olchefske. There seems to be a commitment, but a few more details to work out before an announcement can be made.

#### 2. Next priority is VISIBILITY - some ideas:

- \* write quarterly update - printed, on the web, sent out by Email
- \* look for opportunities for press releases - "hot" news
- \* create a brochure for funding/partnering - "how can you help?"
  - need Olchefske's signature on this
- \* idea - invite business people to collect realia for us on business trips
- \* idea - get loaned exec from business to help with fundraising

UPDATE: Karen has money in her grant to hire a Development/Marketing person (on contract). Alliance for Education can help identify a suitable candidate. Our feeling was that this person needs to be hired as soon as possible (probably after District commitment).

#### Public Awareness Events - possible upcoming opportunities

- \* announcement of site (with Olchefske's support)
- \* Pat Stanford's involvement - press release?
- \* McCormick/Olchefske meeting March 9
- \* launch web page
- \* Seattle Intl Children's Festival
- \* NW Folklife Festival
- \* Sonic Basketball games \*new\*
- \* Bite of Seattle \*new\*
- \* KOMO Kids Fair at Seattle Center \*new\*

- \* OSPI Summer Language Camps K-4  
(note: applications out in March; Intl School sponsoring 3 languages)
- \* World Trade Organization (WTO) meeting next Nov.  
(134 nations; Clinton, Tony Blair, etc.)

UPDATE: Karen is on committee for Educational Outreach for WTO. They're working on proposal with UW. Planning presentation with students from Elementary, Middle, High School - hook up with 7 nations. Big visibility for Intl Schoo

Other local press to contact:

- \* Seattle's Child
- \* Beacon Hill Journal
- \* community newspapers

3. Before fundraising, need NON-PROFIT STATUS

- \* Matt is going to check with Alliance to see if we can create 501c 3 fund for Intl School under Alliance umbrella (or do we need to establish own 501c 3 non-profit corporation or foundation?)

UPDATE: Karen Santangelo from Alliance for Education spoke. The Alliance CAN provide 501c 3 status for Intl School. So, we'll be able to to start accepting donations at any time.

STATUS OF 1st QUARTER TASKS:

| AREA               | TASK                                                                                                                                       | QTR      | MONTH |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------|----------|-------|
| Outreach-PR<br>1st | Visibility (build awareness) - meetings - steps at regular intervals<br>02                                                                 |          | 1999  |
| Outreach-C         | Survey parents, community, business<br>STATUS: Parent Survey is out; Business/community Survey is in progres                               | 1999 1st | 02    |
| Outreach-S         | Connect with Higher Ed, Community College Grant with OSPI<br>STATUS: Grant with OSPI submitted; ongoing contacts with higher ed            | 1999 1st | 02    |
| Outreach-PR        | Create web site - ongoing updates<br>STATUS: Alliance for Ed will coordinate with their Seattle P.S. Intl Web page                         | 1999 1st | 03    |
| Outreach-PR        | Create brochure (informational flyer) - update regularly<br>STATUS: Needs to be done by Development/Marketing person that gets hired       | 1999 1st | 03    |
| Outreach-C         | Recruit bilingual, ethnic associations - Who are they? How do we link?<br>STATUS: Deanna will work on this - Ethnic Heritage Council, etc. | 1999 1st | 03    |

COMPLETE TASK LIST:

(This is readable using 10 point Arial)

#1 Sorted by Quarter/Month

| AREA               | TASK                                                                   | QTR             | MONTH       |
|--------------------|------------------------------------------------------------------------|-----------------|-------------|
| Outreach-PR<br>1st | Visibility (build awareness) - meetings - steps at regular intervals   |                 | 1999        |
| 02                 |                                                                        |                 |             |
| Outreach-C         | Survey parents, community, business                                    | 1999 1st        | 02          |
| Outreach-S         | Connect with Higher Ed, Community College                              | Grant with OSPI | 1999 1st 02 |
| Outreach-PR        | Create web site - ongoing updates                                      | 1999 1st        | 03          |
| Outreach-PR        | Create brochure (informational flyer) - update regularly               | 1999 1st        | 03          |
| Outreach-C         | Recruit bilingual, ethnic associations - Who are they? How do we link? | 1999 1st        | 03          |
| Outreach-C         | Establish community ties, PTA                                          | 1999 2nd        | 04          |
| Outreach-S         | Contact other alternative schools                                      | 1999 2nd        | 04          |
| Outreach-C         | Link with heritage language schools                                    | 1999 2nd        | 04          |
| Outreach-B         | Involve international business community (fundraising)                 | 1999 2nd        | 05          |
| Outreach-C         | Connect to Seattle Public Libraries                                    | 1999 2nd        | 05          |
| Outreach-C         | Hold community/neighborhood meetings                                   | 1999 2nd        | 06          |
| Outreach-S         | Identify extracurricular activities - equipment needed?                | 1999-3rd        | 09          |
| Outreach-C         | Link with cultural and consular offices (funding?)                     | 1999-3rd        | 09          |
| Outreach-C         | Link student draw to community                                         | 1999-4th        | 10          |
| Outreach-PR        | Write Choices Booklet entry - prepare for tours                        | 1999-4th        | 10          |
| Outreach-S         | Target elementaries (closer to school, diversity)                      | 1999-4th        | 11          |
| Outreach-PR        | Advertise - press release, PSA on TV/radio                             | 1999-4th        | 11          |
| Outreach-S         | Involve exchange students - immigration & legal issues                 | 2000-1st        | 03          |

Note: PR = Public Relations C = Community S = School B = Business

Sorted by Area and Category (PR, C, S, B)

| AREA        | TASK                                                                   | QTR      | MONTH |
|-------------|------------------------------------------------------------------------|----------|-------|
| Outreach-B  | Involve international business community (fundraising)                 | 1999 2nd | 05    |
| Outreach-C  | Survey parents, community, business                                    | 1999 1st | 02    |
| Outreach-C  | Recruit bilingual, ethnic associations - Who are they? How do we link? | 1999 1st | 03    |
| Outreach-C  | Establish community ties, PTA                                          | 1999 2nd | 04    |
| Outreach-C  | Link with heritage language schools                                    | 1999 2nd | 04    |
| Outreach-C  | Connect to Seattle Public Libraries                                    | 1999 2nd | 05    |
| Outreach-C  | Hold community/neighborhood meetings                                   | 1999 2nd | 06    |
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| Outreach-PR | Create web site - ongoing updates                                      | 1999 1st | 03    |
| Outreach-PR | Create brochure (informational flyer) - update regularly               | 1999 1st | 03    |
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|            |                                                         |                 |          |    |
|------------|---------------------------------------------------------|-----------------|----------|----|
| Outreach-S | Connect with Higher Ed, Community College               | Grant with OSPI | 1999 1st | 02 |
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| Outreach-S | Identify extracurricular activities - equipment needed? |                 | 1999-3rd | 09 |
| Outreach-S | Target elementaries (closer to school, diversity)       |                 | 1999-4th | 11 |
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