

Summary of Outreach Committee for International School
6/28/99 meeting at Lincoln High School 3:45-4:45 PM

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Mission: To Educate and prepare all students to achieve today  
and tomorrow in a global community and economy.  
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recorder: Michele Anciaux
facilitator: Matt Couch from Alliance for Education (not present)

PRESENT:

Michele Anciaux, Deanna Fryhle, Jeff Laband, Andrea Leary,
Marilyn Hawkins (from Hawkins & Company Public Relations &
Marketing - the PR firm that will work with Latona/Intl School),

FYI: Susan Miller, SAFECO;
Alicia Wassink, UW Dept. of Linguistics,
Mary Beth Lambert, UW Educational Partnerships

NEXT MEETING:

July 12 3:45-5:15 PM Lincoln High

DISCUSSION ITEMS FROM 6/28/99 MEETING

This was a very quick update from Karen:

1. Bosma and Associates surveyed 1500 international businesses
and got 200 surveys returned. Results:

Top two languages needed now: #1 Spanish, #2 Japanese
Top language needed in 10 years (projected): Mandarin

2. Landor Branding Consultants (thanks to contact from Marilyn!!)
will be presenting some ideas to Karen on July 13. Karen is
hoping that Pat Stanford will be part of the process. Incidentally,
Marilyn tells us that Landor (who is offering this work pro bono
to the John Stanford International School) has quite a reputation,
having done the Xerox brand, Microsoft, and Olympic rings.

They'll be working on creating:

- * an identity
- * brochure
- * exterior signage
- * website template

3. Marilyn suggested that August-September would be the
timeframe for getting publicity out. We need to work on a media
database. Also, Chris will be getting an Access database set up
to collect requests for information from the public so that we can
better track who is contacting us and what they want to know.

4. Karen will be writing a contract for about 40 hours of consulting time from Susan Howlett (whom Willair and I interviewed a couple of weeks ago), a parent at Latona who has her own Fundraising Consulting, Board Training, and Organization Development business. (Susan was also recommended by Marilyn.)

Susan's work will include:

- * training Karen and other leaders on fundraising/grantwriting process
- * helping Karen and others frame mission, first year goals, budget, etc.
- * help develop list of potential supporters
- * oversee production of Case Statement and other documents

Ongoing list list of Public Awareness Events - possible upcoming opportunities

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- * Sonic Basketball games
 - * Bite of Seattle
 - * KOMO Kids Fair at Seattle Center
 - * OSPI Summer Language Camps K-4
(note: applications out in March; Intl School sponsoring 3 languages)
 - * World Trade Organization (WTO) meeting next Nov. (Karen working on this with Louis Fox)
(134 nations; Clinton, Tony Blair, etc.)

Note: The items on the task list below were generated at our fall, 1998 meetings.

STATUS OF 2nd QUARTER TASKS (as of 6/28/99)

AREA	TASK	QTR	MONTH
Outreach-C	Establish community ties, PTA	1999 2nd	04
	STATUS 4/5: Begin with WorldFest; Michele attending Partnership training in Baltimore 4/9-10 Deanna is putting together cultural events calendar		
	STATUS 4/19: Michele will report on Partnership training at future meeting Deanna has draft calendar - we'll follow it month by month to make plans		
	STATUS 5/24: Latona has an established PTA; we will work with president - Wende Barrett		
	STATUS 6/28: Karen would like to get started on this again soon		
Outreach-S	Contact other alternative schools	1999 2nd	04
	STATUS 4/5: We're not sure what the thinking was here		
	STATUS 4/19: Let's drop this item.		
Outreach-C	Link with heritage language schools	1999 2nd	04
	STATUS 4/5: Betty Lau has contacts - will get us started		
	STATUS 5/24: Wait on this till we have better idea of role of heritage language schools		
Outreach-B	Involve international business community (fundraising)	1999 2nd	06
	STATUS 4/5: Need Marketing person for this.		
	STATUS 5/10: Discuss this after we work with Marilyn on 5/17.		
	STATUS 5/24: Need to complete work on PR identity for Intl School first		
	STATUS 6/28: Making progress with Marilyn Hawkins, Landor, and Susan Howlett		

Outreach-C	Connect to Seattle Public Libraries	1999 2nd	05
	STATUS 4/5: Future		
Outreach-C	Hold community/neighborhood meetings	1999 2nd	06
	STATUS 4/5: Future - also check out daycares (plan ahead!!)		

FUTURE OUTREACH TASK LIST:

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 (This is readable using 10 point Arial)

| AREA        | TASK                                                    | QTR      | MONTH |
|-------------|---------------------------------------------------------|----------|-------|
| 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

HISTORY...

FIRST QUARTER 1999 TASKS:

| AREA        | TASK                                                                                                                                                                                                                                                                                                                      | QTR      | MONTH |
|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------|
| Outreach-PR | Visibility (build awareness) - steps at regular intervals<br>STATUS: Ongoing - throughout year                                                                                                                                                                                                                            | 1999 1st | 02    |
| Outreach-C  | Survey parents, community, business<br>STATUS: Parent Survey is out<br>UPDATE: 1000 out of 5000 returned, now being processed<br>STATUS: Business/community Survey is in progress<br>UPDATE: we reviewed draft, they'll hold off on sending this out until<br>Olchefske is ready for announcement of site in about a week | 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<br>UPDATE: we should hear back in April about this grant                                                                                                                                  | 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<br>UPDATE: Karen is meeting with web developer on 4/2 10 AM<br>UPDATE 4/5: Karen is getting bid from Virginia Haley vs. UW Student                                                                     | 1999 1st | 03    |
| Outreach-PR | Create brochure (informational flyer) - update regularly<br>STATUS: Needs to be done by Development/Marketing person that gets hired<br>UPDATE: District (Trevor Neilsen) wants to link this with effort to get 50-60                                                                                                     | 1999 1st | 03    |

marketers to volunteer with the schools

UPDATE 4/5: Pyramid Communications will be link with Intl School

UPDATE 5/10: We'll have Hawkins instead of Pyramid. Work on this after meeting 5/17.

Outreach-C Recruit bilingual, ethnic associations - Who are they? How do we link? 1999 1st 03

STATUS: Deanna will work on this - Ethnic Heritage Council, etc.

UPDATE: We're starting with application to Ethnic Heritage Council World Fest April 23-25 at Northgate. We'll have table with display and a card to hand out with basic info about Intl School. Maybe a survey. See separate msg for details. We'll need volunteers to man this table