

Appendix G. Community Outreach Plan

Objective

Rocketship Education's mission is to eliminate the achievement gap in our lifetime. Rocketship Franklin-McKinley (RSFM) would bring the same focus and determination to the Franklin McKinley community and would aspire to work collaboratively with the School District to identify children and families that would benefit from Rocketship's school model and philosophy.

RSFM will commit to working closely with the Franklin-McKinley School District and anticipates focusing our outreach on the families and children living in and around the new school site. We will institute a recruitment program designed to educate and inform potential students and their families about its instructional program. Our plan will ensure that these families are aware of their opportunity to enroll their children at RSFM and will provide a fair and transparent process for enrollment. The plan below is preliminary, and will be adapted by RSFM going forward based on the needs and input of the communities and families we intend to serve.

Plan

The recruitment program will include, but not necessarily be limited to:

- The development of promotional materials, such as brochures, flyers, advertisements and media press kits in English, Spanish and Vietnamese;
- Targeted outreach and door-to-door canvassing in the neighborhoods immediately surrounding the RSFM school site (yet to be determined) and other focus neighborhoods as needed.
- Visits to local preschools, community centers, religious organizations, non-profit and charitable organizations and community organizations to publicize the school;
- Attendance and participation at local events and activities to promote the school and to meet prospective students and their families;
- Distribution of promotional material to local businesses, libraries, and community organizations;
- Cultivation of a media presence by inviting local media to visit the school and learn about the instructional program;
- Development of community events and learning sessions to familiarize prospective students and their families with Rocketship;
- On-going information sessions to be held at the community centers and at other locations within the community.

RSFM will document its outreach efforts and results and utilize this information to refine its outreach efforts to ensure that our objectives are met to the satisfaction of the District.

Timeline

Outreach Element	When	Notes
Development of Promotional materials	Completed by June 2015.	Marketing and Communication Team
Site visits with outreach materials to preschools	Summer 2015.	Family Recruitment Team

Site visits with outreach materials to religious organizations	Summer 2015.	Family Recruitment Team
Site visits to community centers and non-profit organization serving the local Community and surrounding neighborhoods	Summer 2015.	Family Recruitment Team
Participation in local events: RSFM staff will reach out to organizations holding events across the district, from Farmers Markets to religious organizations to youth focused summer events to distribute materials and answer questions	Immediately following charter approval and throughout the summer and fall.	Family Recruitment Team
RSRC Informational Meetings	June 2015 through the Summer and Fall	Community Centers, churches and other community venues

Media & Communications

RSRC will plans to work with the following media outlets to publicize the school:

Organization	Type
La Oferta, El Observador, Alianza	Newspaper
Singtao Daily, Kangzhonggvo	Newspaper
Multicultural Radio Broadcasting Networks	Spanish, Vietnamese Radio Stations
Local Spanish and Vietnamese periodicals	Newspaper, Magazines, etc.

Additionally, RSFM will work with the list owners of local English, Spanish and Vietnamese language internet newsgroups to post information about Rocketship Education.

Leafleting

RSFM will create an informational flier about the school and the open enrollment process. These fliers will be distributed to the following locations, with permission from each:

- Public Libraries
- Churches
- Community Centers
- Resource Centers
- After School and Pre-School Programs, Educational Services Providers
- Non-Profit and Community Services Organizations

Summary

RSFM will begin to implement this outreach plan once the District approves the charter petition. At that time, an official timeline of events will be produced, including:

- Deadlines for partner agreements
- Dates for media and communication submissions and airings
- Periods for leafleting
- Events and Activities calendar
- Open enrollment period and notification of lottery date