

Notre Dame 2013 ACE Parental Choice Symposium

June 2013

Below are additional tips developed by the ACE participants during our 'Driving Awareness' work session.

REACHING OUT TO YOUR "HOUSE OF WORSHIP".

- Work with your "captive audience" – Spread the word in times of fellowship (i.e. – on the day of worship and/or Wednesday night dinner, Sunday school, etc.).
- Reach out to your congregation on a regular basis.
- Decide whether to keep the focus narrow or on school choice as a whole.
- Utilize Christian/denomination radio.
- Place fliers in student backpacks.
- Find ways to reach out to donors (who already donate to house of worship) and increase the donor base for your school.
- Spread the word at Vacation Bible School or other summertime activities for students.

WORKING WITH YOUR SCHOOL.

- Work with a neighboring high school. They may have outreach structures already in place.
- Place greater emphasis on pre-schools as parents typically like to stay with the same pre-school for their children.
- Reach out to schools with grades before or after yours.
- Coordinate a "shadowing day" for younger students to visit your campus.
- Work on generating better structures in schools that serve grades prior to yours.
- If the school is associated with a house of worship, make sure the house of worship communicates early and consistently to existing members.

REACHING OUT TO YOUR COMMUNITY

- Recognize the importance of reaching out to people individually (1:1).
- Focus on organizing time and utilization of human resources as these are significant challenges – combine efforts & resources.
- Develop a system to reach out to parents of students in all grade levels (K-12).
- Track students as they progress through the system and beyond. Spotlight them in the future to share your message.

REACHING OUT TO THE MEDIA

- Make parent information sessions available to the media and public.
- Partner with existing choice programs for events/planning sessions.
- Do PSAs (public service announcements) around events.
- Utilize press releases.
- Encourage media interviews before and after school events.
- Invite Media to attend roundtable discussions which could include Legislators, Principals, Parents, etc.
- Have churches inform congregations about all events.

REACHING OUT TO ALUMNI

- Touch base with anyone who has ever attended the school, not just those who have graduated.
- Use surveys to track alumni.
- Use alumni at events who are graduates of choice program.
- Invite alumni to all events (homecoming, sports events, etc.). -- Piggyback on other planned events.
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- Reach out to those whose schools have closed and invite them to participate in events, etc.
- Work to track alumni through high school and beyond keeping them abreast of all events & information.