



COMMUNITY OUTREACH PLAN FOR 2011 & 2012

Outreach Locations	
	<ul style="list-style-type: none"> • Targeted outreach, including phone and in-person visits/presentations, will occur in: <ul style="list-style-type: none"> ○ 94607-9; 94612 (West Oakland, Downtown, Chinatown, Temescal, Bushrod Park) ○ 94601; 94621 (Fruitvale, Lockwood) ○ 94606 (San Antonio, Cleveland) ○ 94603; 94605 (Stonehurst, Elmhurst, Knowland Park, Sobrante) • Application outreach will occur in CDCs and Head Starts in target zip codes, per permission granted • Sample locations for information sessions and UMCS Family/Community Workshops are: <ul style="list-style-type: none"> ○ The Unity Council De Colores Head Start ○ City Towers Head Start ○ San Antonio Head Start ○ West Grand Avenue Head Start ○ Frank G. Mar Head Start ○ Lakeview and Downtown Main Libraries ○ St. Vincent de Paul Society of Alameda County • Note: UMCS has already begun building and had interest expressed in long-term relationships that will allow us to regularly connect with our target communities in some, if not all, of the above-mentioned organizations and community centers.
Outreach Calendar and Tasks	
Summer 2011	<ul style="list-style-type: none"> • Develop and translate application materials, including brochure, school fact sheet and student application into Spanish, Chinese, Cambodian, Arabic and Vietnamese • Translate web site into Spanish, Chinese, Cambodian, Arabic and Vietnamese • Develop content for information sessions and curriculum for Family/Community Workshops on the Montessori method and Design Thinking • Continue outreach into target zip codes, including presentations to churches, community centers, preschools, Head Start centers and libraries to develop relationships with families and community leaders • Mail introductory letter and materials to all CDCs, preschools and Head Start centers. • Identify, orient and train parent and neighborhood leaders to serve as Outreach Captains. Outreach Captains will be UMCS point people at specific preschools, churches, or community organizations. They will help promote information sessions and Family/Community Workshops, recruit applicants and build cohorts of families from target areas. • Identify and recruit Montessori teachers of color to assist with outreach within communities of color

Fall 2011	<ul style="list-style-type: none"> • Continue outreach into target zip codes, including presentations to churches, community centers, preschools, Head Start centers and libraries to develop relationships with families and community leaders • Conduct general information sessions and more in depth UMCS Family/Community Workshops on the Montessori method and Design Thinking in target zip codes • Initiate application process with school information sessions in target neighborhoods that are publicized citywide • Mail application materials to all CDCs, preschools and Head Start centers • Continue to identify, orient and train parent and neighborhood leaders to serve as Outreach Captains • Continue to engage Montessori preschool teachers of color assist with outreach efforts • Participate in public school fairs
Winter 2011	<ul style="list-style-type: none"> • Continue outreach into target zip codes and promoting the application process through Outreach Captains and information sessions as described above • Develop and deliver UMCS Family/Community Workshops on Equity, Montessori & UMCS in target zip codes • Continue to identify, orient and train parent and neighborhood leaders to serve as Outreach Captains • Continue to engage Montessori preschool teachers of color to reach in outreach efforts • Participate in public school fairs
Spring 2012	<ul style="list-style-type: none"> • Continue outreach into target zip codes and promoting the application process through Outreach Captains and information sessions as described above • Develop and deliver UMCS Family/Community Workshops on Social Justice and Montessori in target zip codes
Summer 2012	<ul style="list-style-type: none"> • Continue outreach into target zip codes and promoting the application process through Outreach Captains and information sessions as described above • Develop and deliver UMCS Family/Community Workshops on Montessori in the Middle School in target zip codes
Fall 2012	<ul style="list-style-type: none"> • Continue outreach into target zip codes and promoting the application process through Outreach Captains and information sessions as described above • Develop and deliver UMCS Family/Community Workshops on How Montessori Delivers Differentiated Instruction in target zip codes