

Timeline and Outreach Plan for Pike Creek Charter Middle School

November 2012- Create a website pikecreekchartermiddle.org, set up an email address pikecreekchartermiddle@gmail.com, create a Facebook page (as of 1/1/2013 we have 200 likes and over 1000 visitors.

December 2012- Held a town hall meeting to educate the community about PCCMS. Article written about the proposed school runs in the Community News and 2 announcements regarding the town hall are featured in the News Journal. Surrounding neighborhoods receive flyers about the school and town hall. Collect email contacts and addresses to start our data base for potential applicants. Consolidate questions from the community and make FAQs for the website, Facebook and for distribution.

January 2013- Application is submitted. Parents, elected officials and community members submit letters of support. Continue posting on Facebook and Website, update of the process.

February 2013- Community meeting at The Pike Creek Civic League to share the proposed school with the community. Education plan is presented. Traffic, bus routes, financial support, and the potential school leader are presented to the community.

Post FAQs to our website for parents and community members.

Financial planning and board training will begin for all member of the board. Please see attached plan which was modeled after The Charter School of Wilmington's board and financial training.

April 2013- Reach out to the Schools Nursing Association for support and to discuss the proposed wellness center. Contact Christina Care and other agencies that help operate wellness centers, for guidance.

Reach out to all elementary schools in Red Clay, Christina, and Colonial by hosting a series of town hall meetings in these perspective school districts. Educate the parents about the school's mission and vision. Simplify the application process for the parents. Make every effort to let parents in the lower income areas about the school and it's benefits and differences from the traditional middle school.

May 2013-Parents and community members will come to the Townsend Building for accountability committee public hearing to show support for the school and it's program. Parents will speak of their desire to have a school with smaller class sizes, focusing on physical fitness and healthy eating, dual certification in both special and regular education as well as the desirable learning community.

Letters of support from local businesses such as WSFS, Chamber of Commerce, Nemours, Christiana Care, Gore, and such are forthcoming. Parents will write letters to the community news and to the editor of the News Journal regarding their desire for the school to open.

September 2013- Physically visit the following elementary schools during the school day to present our mission and vision as well as the education plan to students and parents. Work with building leadership and parent leaders to coordinate opportunities to advertise and market the school. Focus on the 4th and 5th grade families. Distribute flyers in the students' backpacks to announce the school with all the pertaining information (i.e. website, Facebook, email and so on)

Host evening and weekend get togethers rising 5th graders homes. Invite parents to hear about the school and the mission/vision. Meet the school leader and present advantages of the school climate and curriculum.

Create an exit survey for parents to determine interest after each presentation in order to get feedback and determine projected enrollment. Collect all parent emails to keep them updated and to send follow up information. This will be done at all community meetings. Have the parents submit questions.

Present to following school communities in the spring, summer, and fall of 2013 to get a determination of the student enrollment interest. Put a formal outreach plan to educate these parents about the mission and vision.

Highlands Elementary	Elbert Palmer
Linden Hill	Lewis Dual Language
Richie	Richardson Park
North Star	Castle Hills Elementary
Brandywine Springs	Kumba Academy
McVey	Brookside Elementary
Etta J Wilson	Baltz Elementary
Anna P Mote	
Downes Elementary	
Brandywine Springs	

Reach out to all areas in the 5 mile radius. Hand out flyers in the community. Post notices in the grocery stores and at local businesses. Ask foundations such as Rodel and Longwood to fund radio commercials to advertise the new school. Put information on a weekly basis on blogs, website, Facebook page, and in the local newspapers. Work with the PTA leadership to send out emails to all their elementary parents to educate them on the school.

Fall 2013- provide all parents training with workshops to learn the application process. This will be most needed in the lower poverty areas, title one elementary schools, and the dual language schools. Use a parent liason to work with the families to ensure that parents apply and are given every opportunity to attend the school if they choose to send their child to Pike Creek Charter Middle.

Nov 2013- Start accepting applications for Fall 2014. Give school tours. Have an choice open house in November and again in January to give parents an opportunity to visit the school.

January 2014- All applications will be due to the school via US mail, electronically, or hand delivered by Jan 15, 2014.