





Newark Charter School Outreach Plan 2012-2013

Department of Education Condition of Approval for NCS Expansion:

“As a result and to that end, the Department approves the application for modification but conditions that approval on: (1) the development, approval and implementation of an outreach plan to significantly increase, consistent with the public school population it serves, the diversity of NCS going forward.”

Action Plan:

	Task	Date
	Develop a diverse Outreach steering committee to assist with development and implementation of an Outreach Plan	04/30/12
	Create overall goals and objectives	05/15/12
	Develop a diversity mission statement	05/15/12
	Develop a draft proposal	05/16/12
	Submit Plan to DOE ~ await approval of plan	05/17/12
	Develop sub-committees to plan for implementation	06/30/12
	Provide progress update to board; expense review/approval if needed	Ongoing
	Work with sub-committees to begin implementation	Ongoing
	Review and adjust implementation plans as needed	Ongoing

Outreach Steering Committee:

Ivanka Carbajal, Parent
Karen White, Parent
Rekha Bharati, Parent

Esther Jackson, Dean of Instruction
Monica Bovankovich, Teacher
Nanci Colby, Board Member

NCS Diversity Mission Statement:

Newark Charter School desires to create and sustain an environment that prepares our students for citizenship in an increasingly global society, living and learning among peers whose perspectives and experiences differ from their own. We embrace differences and commonalities across race, nationality, gender, religion, physical appearance, learning ability, and socio-economic backgrounds, and every student is valued and significant.

Overall Goal:

To increase the quantity of admission applications received from underrepresented populations in the NCS five mile preference area.

- ❖ **Objective I:** Increase awareness of NCS offerings and the application process amongst the targeted populations
- ❖ **Objective II:** Improve the attractiveness of the school to the under-represented populations and sustain the outreach effort by improving the school's diversity and inclusion programs and practices

Objective I: Increase awareness of NCS offerings and the application process amongst the targeted populations

Strategy	Tactics
Create a culturally diverse outreach task force to develop and implement plan	Recruit culturally diverse parents and staff; meet regularly to plan and execute diversity initiative
Improve the awareness of the annual application process / deadlines among underrepresented populations	<p>Make all applications and materials available in Spanish</p> <p>Obtain public access mailing list and send a notification post card (noting deadlines); include diversity mission statement and instructions on where to obtain materials in Spanish</p> <p>Offer Application Help events at various locations across the community, e.g., libraries, community centers</p> <p>Develop open enrollment yard signs and place them strategically around the community</p> <p>Offer a session on “What a Good School Looks Like” to help parents who (due to language barrier or lack of education) may not understand what to look for in a school or how a charter school operates; offer translators</p>
Update and/or create NCS materials to ensure they accurately reflect our diversity mission	<p>Create a short marketing video and provide the link in all materials; place on the homepage of the website; show at events when possible (make available in Spanish)</p> <p>Develop a pamphlet to be distributed at tabling events/take-one kiosks; include FAQs for target audience concerns, e.g., School Nutrition Program, used uniform availability (preference given to F/R families), support services</p> <p>Revise website to reflect school diversity; post results showing high academic and other successes of demographic sub-groups</p>
Tabling at community events that involve our under-represented populations	<p>Newark Community Day</p> <p>Suburban Plaza Harvest Days</p> <p>Peoples Plaza fall event</p> <p>YMCA Events</p> <p>Boys and Girls Clubs of DE Events</p> <p>Newark Day Nursery Annual Picnic – 6/13</p>
Distribute NCS brochures and posters to locations that serve the under- represented populations	<p>Pediatrician/Dentist Offices</p> <p>Churches – bulletins, newsletter</p> <p>Newark Housing Authority</p> <p>Social Services Offices</p> <p>Head Start Locations</p>

Newark Charter School Diversity Action Items

Objective II: Improve the attractiveness of the school to the under-represented populations and sustain the outreach effort by improving the school's diversity and inclusion programs and practices.

Strategy	Tactics
<p>Improve offerings that benefit low SES families and students</p>	<p>Offer NCS summer camp scholarships to eligible students . Gently worn uniform availability (preference given to low income families).</p>
	<p>Offer computer lab hours for students with no access to a computer in before and after school settings</p>
	<p>Ask teachers to revisit curriculum to identify more ways to integrate cultural awareness and ways for students to celebrate their differences; ask faculty to present ideas in a staff meetings</p>
	<p>Create a packet of materials for low SES families that explain all available supports and services</p>
<p>Develop an Anti-Bias program and manage it parallel to the school's Anti-bullying efforts</p>	<p>Provide diversity awareness and sensitivity education for all staff – in-service presentations and PLCs</p>
	<p>Identify cultural differences and/or sensitivities that may impact parental involvement and student participation</p>
	<p>Continue group guidance programs to improve awareness of diversity and inclusion; include diversity celebrations in Morning Meetings</p>
<p>Offer “Parent Buddy” Program and Student Mentor Program</p>	<p>Recruit existing parents with diverse backgrounds to volunteer, offering new parents a Parent Buddy with similar backgrounds/language ability to whom they may go for questions regarding the school and its programs</p>
	<p>Provide a leadership opportunity to successful students to act as mentors to a student(s) with similar cultural background to help newer students assimilate into the school</p>
<p>Develop a Parent-Run Resource Center</p>	<p>Recruit volunteers to establish a parent resource center</p>
	<p>Ask parents to donate books and videos related to parenting, study skills, academic achievement that will be part of the parent resources</p>
	<p>Offer teacher led parent seminars such as <i>How to Help with Homework, How to help with Organization, How to motivate your Child</i> ; inform parents of the manner in which the school's curriculum (Core Knowledge) addresses diversity topics, e.g., the Civil Rights Movement, Harlem Renaissance, Underground Railroad, Dr. Martin Luther King, George Washington Carver</p>
	<p>Offer these sessions in Spanish for Spanish-speaking parents; canvas incoming parent groups to see if other languages need interpreter and translation services</p>

Celebrate diversity

Conduct activities during Disabilities Awareness Month (focusing upon the stories of those who have overcome diversity); use members of the community, local and school, to bring their own stories

Conduct an annual Multicultural Festival on campus for families, celebrating cultural diversity, advertising both in-school and out in the community

Publicize positive stories featuring students who belonging to underrepresented groups (NCS Quarterly Newsletter) that become a part of the school's outreach and recruitment material
