

## 9<sup>th</sup> Grade Recruitment

### Goals

- Recruit at least 170 students into the 9<sup>th</sup> grade lottery by February 1, 2012
- Ensure that the above student population mirrors the board approved targets of 40% FRL and at least 50% children of color (with significant representation from our African American, Asian Pacific Islander, and Latino communities)

### Plan – with a PT Director of Recruitment

- Using our charter and conversations with current Larchmont leadership, develop a cohesive and inspiring “pitch” that encompasses a clear explanation of what the academic, community, and extra-curricular components of an LCS high school will look like
- Partnering with other volunteers, develop/design marketing materials (brochure, one-pager, website information) to promote the high school
- Develop a recruitment plan that identifies potential sources of students (e.g. nearby schools, community partners, suggested events, and possible channels of communication (e.g. e-mail lists) that could source our 9<sup>th</sup> grade class
- Conduct outreach and coordinate recruitment events (to be attended by parent volunteers and Larchmont leadership as needed) to recruit families
- Track and report on progress to ED on a weekly basis beginning 11/1/2011