

Recruitment Plan: Larchmont Charter High School

GOAL

	# of students	Demographics	Deadline	
Goal	170	0% (68) FRL; 50% (85) Children of Col	2/5/2011	Lottery is on 2/10/2011 Lottery closes on 2/5/11

TEAM

Lara Goldstone	Craig Rhea
Jessica Estrada	Lisa Boone
Joe Salazar	

BENCHMARKS

Date	2011-2012
1-Nov	40
1-Dec	81
1-Jan	111
1-Feb	166
5-Feb (LOTTERY CLOSES)	170

PLAN

Sources	Point Person/Point People	Support	Outreach Strategy	Timeline
Tier I: Develop close relationship with leader; make presentation; conduct follo				
New LA Charter	LG	Matt Albert (ED); Brooke Rios (Principal)	10.14-- Emailed Matt to see if I can come solicit signatures for Prop 39 week of 10.17. No reply. Will email principal to set up meeting with grade 8 parents for November.	10.17
Camino Nuevo (Harvard, Burlington, Cisneros)	LG	Ideally, Latino parent to present to 8th grade parents	10.14-- Go ahead from CAO. Emailed Heather, Sean, and Shannon to set up meetings with parent coordinators at Cisneros, Harvard, and Burlington for Nov /Dec Angella Martinez Angella Martinez. angellamartinez@yahoo.com. Connection to Brian	10.28
KIPP LA Prep	LG	Ideally, Latino parent to present to 8th grade parents		11.1.11
New West	LG	IP Parent TBD		
Wilders Prep	LG	IP Parent TBD	Speak with founders at STC meeting; set up meeting with parents	11.15.11
Gabriella Charter	LG	Ideally, Latino parent to present to 8th grade parents	presented briefly to grade 8; scheduling parent presentation for Nov or Dec	possible parent meeting 11.16
Odyssey Charter	LG	IP Parent TBD	Call principal; connection to Dave Bowden	11.8.11
Le Conte Middle School	LG	IP Parent TBD	ask Rick for contact at LeConte International Humanities Magnet; maybe have Brian connect me with Sami Malek;	10.28
Mid-City Magnet	LG		Contact principal about speaking to current 8th grade parents	11.10.11
Monsenor Oscar Romero	LG	Spanish speaking parent	Contact principal to set up meeting	11.10.11
Bancroft Middle School	LG	IP Parent TBD	When I am there In November to observe student teaching, feel out principal and ask about distributing fliers or meeting with 8th grade parents; find dates of events to distribute fliers or speak with parents	10.28
Virgil Middle School	LG	IP Parent TBD Alex Vanegas (former colleague from CNCA)	Check networks for Virgil employees ; contact teachers, principal, counselors; find dates of events to distribute fliers	10.28
Blessed Sacrament	LG		Alex will connect me with director	email Alex 11.1
Tier II: Projected yield small number of students; parent outreach and presentation; follow up phone call				
John Burroughs Middle School	Jordan	IP Parent TBD		11.8.11
Emerson	LG	IP Parent TBD	find teacher connection and outreach to principal and counselor; find dates of events to distribute fliers	11.8.11
Palms	LG	IP Parent TBD	ask Heidi Rudd for contact	11.8.11
Walter Reed	LG	IP Parent TBD	find teacher connection and outreach to principal and counselor; find dates of events to distribute fliers	11.8.11

Christ the King	LG	Alex Vanegas (former colleague from CNCA)	Contact principal and set up time to meet with 8th grade families	11.1.11
Park Century	LG	IP Parent TBD	Contact principal and set up time to meet with 8th grade families	11.1.11
Turning Point	LG	IP Parent TBD	Contact principal and set up time to meet with 8th grade families	11.1.11
Willows	LG	IP Parent TBD	Contact principal and set up time to meet with 8th grade families	11.1.11
St Brendan's	LG	IP Parent TBD	Contact principal and set up time to meet with 8th grade families	11.1.11
Page Private School	LG	IP Parent TBD	Contact principal and set up time to meet with 8th grade families	11.1.11
Cathedral Chapel	LG	IP Parent TBD	Contact principal and set up time to meet with 8th grade families	11.1.11

Tier 3: Ensure that flyers and information are shared; follow up closer to deadli

Larchmont Neighborhood Fair	LG	Lisa Boone and Josette Bowers	Distribute fliers and collect signatures at Larchmont Blvd Fair on 10.23.11	10.23.11	
Pan Pacific Park Klub Gymnastics	LG		post fliers	mid-November	
		LCS Parent Jenny Serrano (Naya Beck) and Hilltop Alumni coordinator, Betsy Chapman	post flier	mid-November	
Hilltop Preschool Alumni list	LG			10.19.11 and again mid-Nov	
Jarone Johnson networks	LG		Contact Lisa. Ask her for suggestions for outreach.	week of 11.1	
Baldwin Hills Rec	LG		Ask AYSO 1031 commissioner permission to distribut info at fair. Post fliers at libraries and parks; ask Stephanie Moore for suggestions; Leimert Park Farmers Market fliers	11.7.11	
Yucca Community Center	Jordan		Visit director and ask if we can share with parents; find out best time to visit; possibly Halloween Bash on 10.28	11.14.11	
Eric Garcetti's office	Jordan	Sarah Dusseault possibly	Jordan will get in touch with Garcetti's office and discuss possible events for recruitment	?	Not sure if we should outreach to them
Harmony Project	Jordan		Jordan will contact HP and find out about events to recruit families of 8th graders; concert at Virgil MS on 12.17; 11 am	Week of 11.21.11	
Hollywood YMCA	LG	Lily Aure or Eileen Lanza	Ask YMCA members to speak with director of family programs about sharing fliers	Mid Nov	
Hollywood Presbyterian West Adams MOMS Club, M	Jordan LG	Lydie Marie (French group), Lily Aure	Send flier and announcement	11.4 (once flier is ready)	
LACC The Sentinel	LG	Sandra Martinez	Ask Sandra for suggested places to post fliers	TBD if needed	
			possibly place an ad?	TBD if needed	
Korean Parents Association	LG	Michael Jone (KPA); Elizabeth Martir	Meet with head of each, share fliers, and ask them to spread the word through their outside networks	11.1.11	
AYSo Region 78 (Play at Lie Jordan	Jordan		Email commissioner: Steve (ayso78.commissioner@ca.rr.com)	11.1.11	
HOLA (Heart of LA) KYCC	Jordan Jessica Estrada	Loren Rubin and Silvia Velazquez	Work with Bridge Program directors	11.11.11	

ENROLLMENT IN SCHOOL ONCE ACCEPTED BY LOTTERY

Outreach Strategy	Point Person/Point People	Support	Timeline
Phone calling to accepted far LG			February 11-28
Open house to welcome families who were accepted by lottery	LG	Principal (?)	Discuss budget with Brian by 1/15; prepare fliers to accompany lottery acceptance notices by 2/5