

BAYPOINT PREPARATORY ACADEMY-SAN DIEGO (BPA-SD) OUTREACH PLAN

OBJECTIVE: To actively recruit underrepresented students in traditionally underserved areas of San Marcos, Vista, Escondido as well as adjacent rural communities. In doing so we will strive to enroll a student population which reflects the racial, ethnic, economic, and academic balance of SMUSD.

TARGETED LOCATIONS: Outreach will focus on four areas with specific completion dates listed for each area:

- A. Low-income Apartment Complexes
- B. The community center which includes a library
- C. The City's services groups including the Kiwanis Club
- D. Parent Focus Groups
- E. Schools: San Marcos Elementary, San Marcos Middle School, Joli Ann Leightag Elementary, Alvin Dunn Elementary

BPA-SD will concentrate on the two most densely populated neighborhoods with low-income apartment complexes. These are the Richmar Neighborhood which includes Autumn Street as well as the San Marcos community of San Elijo. With the support of the onsite management we would host a community forum in English and Spanish. Anyone in the area may stop in and hear about our proposed school. We will complete at least 3 community meetings by September 30th of each school year.

The Community Center houses a preschool program and a kindergarten readiness program. In addition to the academic preparation programs there are many recreational programs and activities offered daily which generate a large number of parents with school age children. We will leave promotional materials at this location in addition to the San Marcos Library. Flyers in English and Spanish will be distributed at these locations. We will complete this outreach at by September 30th of each school year.

With the support of a few dedicated parents in the community we will visit popular locations in the community where parents frequent. In addition, flyers, handouts and possible mailers will be distributed/directed to businesses close to schools and their attendance areas in order to reach the largest population of underserved students. Printed materials will be provided in English and Spanish to seek support and signatures. This material will be distributed by September 30th of each school year.

MEDIA OUTLETS & ADVERTISING: We will prepare press releases in English notifying the

public through the following local publications.

1. San Diego Reader
2. The Coast News Group
3. The Paper
4. Share - The San Elijo Community Paper
5. BPA-SD Facebook Page
6. Google Adwords at a budget of \$500/Month

OUTCOMES: All the sources of outreach will target communication through the schools website and dedicated email accounts regarding interest so we can track the outcome of the outreach. Tours are scheduled once an inquiry from this outreach is made to further promote the school.