

## Outreach Action Plan

Please use the form below to identify a minimum of six (6) activities you will use to promote your California Cash for College workshop(s). Best practices research indicates that students and families need to hear about your workshop multiple times, in multiple ways.

## Student Target

We are asking you to serve a **minimum** of 25 students. In order to have the scholarship awarded specifically to students attending your workshop, you will need to return a minimum of 25 student online or paper exit surveys. However, if your workshop does not meet the minimum of 25 exit surveys, students can still participate in the scholarship program. Student exit surveys will be combined into a pool of other student exit surveys from the same area or region.

Number of students your workshop will assist:

If you are planning multiple workshops, how many workshops:

Total number of students your workshops will assist:

## Campus Outreach Activities

The \$1,000 scholarships have proven to be a strong motivating factor for students that attend workshops. Outreach efforts should include the opportunity to win.

## Written

Flyers provided to students at targeted high schools

Place posters in hallways of targeted high schools

Career Center, front office, library, and cafeteria advertising

School newsletter –high schools and/or feeder schools where siblings attend

Students walking around campus with small sandwich board

Send home a letter in English and Spanish

## In-Person

Individual student recruitment by school counselors and other staff

Visit classrooms to let students know about upcoming workshops and Cash for College scholarships

Invite student clubs, athletic clubs and athletic departments to promote your workshop

Use student peer networks, student serving organizations, and/or student clubs to outreach to students

Announce workshops at pre-game school rallies and events

Recruitment campaign by fellow students – the student that recruits the most attendees wins

Communicate with students on campus during lunch and after school

Encourage students to take on workshop outreach as a service learning project

#### By Phone

Use school's automated phone message service to inform senior families about your workshop

Send multiple reminder messages prior to workshops

Ask other area high schools, alternative schools to include an announcement in their phone messages

Make individual phone calls

#### Electronic

Advertise on school website, Facebook page, school newsletters, student e-mails, etc.

Invite high school students to become fans of the "Cash for College California" Facebook page. The fan page will remind students of upcoming workshops, deadlines, and other helpful information.

Ask the high school to become a fan of the "Cash for College California" fan page. The fan page will remind students of upcoming workshops, deadlines and other helpful information.

Start a new Facebook page for your workshop

#### Announcements

Use in-school broadcast announcements

Announce at school sporting events

Use school's marquee to announce Cash for College workshop(s)

Banners on outside fencing of the school

#### Staff

Ask staff to make classroom presentations

Staff from area feeder schools helping to call parents

Staff from area feeder schools send flyers home to parents whose students are at our high school, but whose siblings are at their school

Work with athletic departments to coordinate practices around workshop dates

Ask school athletics departments and student clubs to announce workshops for their students

Ask staff to help communicate with students on campus during lunch and after school

Ask staff to commit to attending the workshop

Ask career academy or small learning communities to promote among their groups

Invite school district staff to promote and attend

Attend district school board meeting and invite board to attend and help promote

#### Media

Send a public service announcement to area radio stations

Send a public service announcement to area television stations

Send a public service announcement to area newspapers

Invite area media to broadcast from the workshop event

Ask area media to become the workshop event "sponsor"

Ask for help in media promotion from your district communications office

#### Other Outreach to Students (open field)

## Outreach to Parents

Promote workshops and scholarship at general financial aid nights and other evening events

Send letters or e-mails to parents whose students attend targeted high schools

Distribute flyers to parent groups such as school site council, parent teacher organization, booster clubs, English Learner and other advisory committees

Use school's automated phone/text/email message service to announce workshop

Use school's automated phone/text/email message service to send reminder messages

Include reminder on student progress reports, report cards, test results, or other communications home

Other Outreach to Parents (open field)

## Outreach to Community Partners

Distribute flyers/email to community, non-profit, and faith-based organizations and ask them to forward

Distribute workshop flyers/email to foster youth serving organizations and agencies and ask them to forward to other groups and to foster youth and families at targeted high schools

Distribute flyers/email to county Children's Coalition (if your county has one) and ask them to forward

Distribute flyers/email to area chambers of commerce, lions club, neighborhood watch, other neighborhood groups and ask them to forward

Work with locally and state elected officials to help advertise workshops and scholarships

Partner with Volunteer Income Tax Assistance program services to promote Cash for College workshops and receive tax assistance at workshops where possible

Ask local businesses to promote your workshop on their marquee if on busy street

Reach out to churches and ask them to include in church bulletin and pulpit announcements

Ask for a booth at area community events to hand out information about your workshop

Distribute flyers to area gathering places like libraries, teen centers, after-school clubs, community centers, barber shops, grocery and retail stores

Other Outreach to Community Partners (open field)