

# Marketing Ideas for Dual Immersion Programs

\*\*In a school with low DLI enrollment, it is important to make the application available in print form in the office, as well as through the link online. It is also okay to add students to the program simply by getting parent verbal consent, consent via email, or a signature on a flier/note. The school will just need to send an updated student count/list to Selene Harrison so we can have regularly updated program numbers\*\*

## Promoting DLI Program at School

- Send home longer bilingual note explaining program- allow students to sign up with parent signature on note
- Send home short bilingual fliers- allow students to sign up with parent signature on note
- Have DLI Brochures (bilingual) available without request at school front desk
- Hold DLI Parent Info Night- possibly combined with other parent night/community night
- Robo calls in home languages
- Personal calls home to all Kinder students, especially to Spanish speaking parents who may not understand the benefits of the program- if parents state they would like child in program put them in
- Announcement on home page of website with link to application and a flier, state if parents are interested in program to send email to a bilingual employee at the school, which can also serve as a parent signature to get in program
- Notes sent home at spring SEP conferences with Kinder teachers promoting program
- At Parent Nights/Community Nights pass out fliers to parents (all), have DLI students perform
- Invite Kinder parents/kids to a DLI performance, presentation or event
- Have 1<sup>st</sup> grade DLI teacher (or other engaging, fun DLI teacher) read a story in Spanish to Kindergartners, present about the program and send home fliers (with signature option)
- Have teachers take DLI fliers out on home visits and get signatures; if school doesn't do home visits typically, target specific families for home visits and get signatures for Dual Immersion
- During popular assemblies, awards ceremonies, etc. hand out fliers, have bilingual staff talk with families as they come and leave and get signatures to put students in program
- Fliers and brochures in school's Parent Centers, educate Parent Center staff and volunteers

## Promoting DLI Program in the Community

- Contact Refugee Center- give them fliers/brochures; see if they can put an announcement on their website, etc.
- Target specific populations such as Venezuelan immigrants
- Fliers in local markets, Info table at local markets on weekends
- Granite DLI table at local flea markets and farmers markets in target areas
- Advertise on local radio stations including Spanish radio stations
- Learn of local events via radio and pass out fliers at events (Spanish community events)
- Advertisements in newspapers and online Spanish newspapers
- Granite DLI table at local festivals- 5 de Mayo, Mexican Independence Day (Sept), West Valley Days, etc.
- Partner with neighboring schools' Parent Centers to provide fliers and brochures to families
- Contact Mexican Consulate- give them fliers/brochures, see if an announcement can be placed on their website, see if they can send out an email, partner with them in any effort
- See if a flier can be posted in religious buildings in the community
- Target areas to pass or display fliers where students may be attending local charter schools or private schools
- Post fliers in local libraries, rec centers, community centers, food pantries/banks, literacy centers, etc.
- Post fliers in local restaurants popular with the Spanish-speaking community and talk with managers to educate them about the benefits of the program so they might promote it
- Pass fliers in local parades

## Benefits of DLI

- Benefits for all students
  - Students achieve high proficiency in the immersion language.
  - Cognitive skills: Immersion students typically develop greater cognitive flexibility, demonstrating increased attention control, better memory, and superior problem solving skills as well as an enhanced understanding of their primary language.
  - Students become bicultural as they learn about the culture of the target language which fosters deep empathy and appreciation of other people, allowing students to naturally navigate diverse perspectives and value the "why" behind different cultural behaviors.
  - Immersion students perform as well as or better than non-immersion students on standardized tests in English.
  - Research shows students in the Dual Immersion program perform better on high school tests in English.
  - The program continues in middle school allowing students to get high school credit in middle school in Dual Immersion classes focused on literature, writing, culture and media.
  - Students can take a Spanish AP exam in 9<sup>th</sup> or 10<sup>th</sup> grade, which gives them up to 16 college credits, which is a savings of hundreds to thousands of dollars.
  - Students can take 3000 level college classes in high school in Spanish, which allows them to be 2-3 classes short of graduating high school with a college minor in Spanish, which is a savings of several thousands of dollars.
  - Research shows students are more likely to go to graduate high and go to college when they participate in the Dual Immersion program. (Students who take 1 CE course double their chances of accessing post secondary study, and students in low income families who take 1 CE course triple their chances of accessing post secondary study) (Utah System of Higher Education, 2018)
  - Students can earn a Seal of Biliteracy, which is a special honor in high school and can help students get better jobs after graduation.
  - Students will be able to have better paying jobs in the future if students are bilingual and biliterate.
  - Immersion students are better prepared for the global community where 21st century skills are an asset.
  
- Benefits specific for Heritage speakers of target language (typically Spanish)
  - Research shows that students learn English better and faster when they become literate in their home language- it helps the knowledge transfer by making connections between languages.
  - Students learn academic content in Spanish language and can talk about academic topics in Spanish including math, reading, science and social studies.
  - Students learn to read and write in Spanish and become completely literate in both languages.
  - Spanish speaking students get to be leaders in ½ of the day as they are stronger in the Spanish language, builds confidence.
  - Helps preserve family language, culture, traditions and students are more interested in speaking Spanish with extended family and friends.