

### **Outreach and Recruitment Plan**

KIPP Public Schools Northern California strongly believes that a wide cross section of students with a variety of life experiences adds to the learning experience of all. Students will need to learn from others how to respect different viewpoints and find the commonalities in all people. KIPP NorCal strives to maintain academic results while serving student populations that are reflective of the racial and ethnic balance of the general populations residing within different districts.

KIPP Public Schools NorCal may take any of the following steps to recruit and welcome all students who are representative of its schools' diverse communities:

- Partner with local community-based organizations to recruit a diverse population of students
- Visit and speak at local community-based organizations in targeted low-income neighborhoods
- Bring diverse staff on recruiting visits, including those fluent in native languages of families
- Post flyers and notices in local supermarkets, restaurants, businesses, churches, community centers, and apartment complexes in low-income neighborhood
- Develop marketing materials in multiple languages and with appropriate cultural context
- Visit and explain to prospective students and their families the mission of the LEA
- Conduct parent information sessions to elaborate on the commitment involved with the attending LEAs
- Canvas various neighborhoods within the school's geographic bounds, including but not limited to the local area to reach interested families
- Promote the Charter School(s) at various neighborhood festivals and community events
- Make local school visits in the surrounding communities
- Encourage referrals from students and families across all KIPP schools
- Speak at civic organizations, with a particular focus on local community populations
- Place advertisements in local newspapers and community association newsletters
- Speak on local radio stations
- Invite local television and print media reporters to report on the Charter School(s)
- Encourage teacher referrals of students from other campuses
- Hire a staff that is representative of the communities that the Charter Schools serve
- Utilize social media to advertise informational nights and school opening

KIPP NorCal schools shall evaluate its racial and ethnic balance and adjust recruitment practices, as needed, in order to build school communities that reflect the racial and ethnic balance of the general populations residing within the geographic boundaries of the Districts.