



Outreach Efforts

The following plan serves as Prairie Crossing Charter School's submittal as outlined in *Exhibit D Renewal Conditions* of our 2014-2019 Charter Contract. This plan is submitted as a response to the condition that *PCCS must develop a detailed plan for robust outreach to the educationally disadvantaged on or before May 31, 2014.*

Prairie Crossing Charter School recognizes the importance of a school comprised of a diverse community of learners in order for all students to grow, learn, and become stronger individuals. With that goal in mind, and identifying that students who are educationally disadvantaged can flourish and thrive at PCCS, the school has made a firm commitment to increase its efforts in reaching this population. PCCS' ultimate result is to increase its school population to include students of all backgrounds, in the hopes of enriching all students academically and socially.

For the purposes of clarity, *educationally disadvantaged* students (EDS) are defined as *low-income students, students with disabilities, homeless students, migrant students, and English language learners.*

At-risk pupil means a pupil who, because of physical, emotional, socioeconomic, or cultural factors, is less likely to succeed in a conventional educational environment.

Based on our analysis, PCCS feels that although we concentrate efforts in all boundaries of our districts specific attention in five (5) distinct areas will provide a greater opportunity for educationally disadvantaged students to enroll at PCCS.

- Organizational Initiatives
- Lottery Alterations
- Transportation Evaluation
- Increased Partnerships
- Evaluate Current Outreach Efforts

Details associated with these are described below and includes the activities and goals associated with each area. In addition, we have provided an anticipated timeline for the 1st quarter of the School's Fiscal Year 2015.



Organizational Initiatives

In response to our Board Resolution (adopted February 25, 2014) PCCS is currently appropriating additional resources to support more robust outreach efforts. These resources will be funded in the submittal of the Schools FY15 budget submissions.

In addition to funds, PCCS is aligning our commitment to this effort within our leadership. The Executive Director will be held accountable for executing the strategic plan goals in relation to outreach. In addition, our position of Community Engagement Liaison will have an expanded role in the outreach efforts and utilize a variety of staff volunteers, board and committee members and our Parent Staff Organization (PSO) to heighten our efforts throughout the duration of our charter contract.

Below depicts the hierarchy of responsibilities as these become more defined and alterations in the structure will be implemented as needed.





Other organizational initiatives include but are not limited to:

- Restructuring the PCCS message and brand
- Updating and expanding our outreach materials
- Website information upgrades

Finally, the School's 2020 Strategic Plan will reflect specific goals and targeted outcomes of our continued commitment of creating efforts that are more robust for how educationally disadvantages students can become part of our community. Our strategic plan will be adopted prior to the start of our FY15 academic year.

Lottery Evaluations & Recommendations

One obstacle that resurfaces on a yearly basis is the lottery protocols in place for Charter Schools. Regardless of the success of our outreach efforts, the result is that parents that want to enroll their children in PCCS are subject to a random drawing based on actual openings in the School. While PCCS has a strong pool of applicants in our lottery process, there is currently no legal way that PCCS can assure any student, including EDS and At-risk students, admission unless their names are selected during the random lottery draw. While the effort to attract families to PCCS may be successful, the guarantee of admission is subject to chance.

To explore possible alterations to the current lottery system, the Executive Director will constitute a *Lottery Research Taskforce*. The taskforce will be charged to conduct a feasibility study to evaluate options that are fair and reasonable and ensures PCCS recruits in a manner that does not discriminate against students of any particular race, color, national origin (including English language learners), religion, or sex, or against students with disabilities. Upon completion and direction from the Board, PCCS may be seeking opinion from the ISCS on flexibility within the current State lottery protocols.

Transportation Evaluation

PCCS has a Board Policy (Policy # 700.2) regarding providing transportation to families that need assistance. Over the next few months, PCCS will explore the opportunity of engaging in other available opportunities with our feeder districts. In addition, PCCS will evaluate our current outreach efforts and potentially alter the message to the community in ways that advertise the transportation options for those that need assistance.

To assist in the evaluation, The Executive Director will assemble *Transportation Taskforce* to investigate opportunities to work in conjunction with our feeder districts to potentially provide families additional transport opportunities to for our families. Our expectation is that the taskforce will present their analysis to the Board of Directors in September 2014.



Increased Partnerships

Extending our partnerships in broader reaches of our boundaries and throughout Lake County will assist PCCS reach a more inclusive audience. Providing opportunities for the larger community to experience PCCS will enable participants to understand the availability of our School services and help present the opportunity to attend PCCS.

The Executive Director will establish an *Increased Partnership Taskforce* to help explore strategic alignment and endeavors with educational, municipal, foundation and healthcare organizations in Northern Lake County. The resulting goal is that families connected with these organizations identify PCCS as a supportive entity to educational success for their children and seek to enroll their children at the charter school.

Being in partnership with these types of establishments will allow PCCS to disseminate to a farther-reaching range of families and assist in introducing our unique style of learning that PCCS has been recognized for achieving. Familiarity will garner attention and attention will introduce opportunity for a broader population for prospective families to join our community.

PCCS anticipates it may take a few years to build the foundation with these partners, once the partners and common goals are identified. As partnering agreements become established PCCS will document the opportunities generating letters of intent memos of understanding and support from the respected organizations.

Evaluate/Expand Current Outreach

Since our February 13, 2014 meeting with the staff and counsel of ISCS, PCCS has begun evaluation of our outreach efforts and are currently analyzing what more we can do to increase our efforts in regards to attracting at risk students. We have had preliminary discussions with local Lake County organizations to establish partnerships with PCCS.

The Executive Director will expand the Schools' existing *Outreach Taskforce* to assist in our efforts to collaborate with several community-based organizations as well as religious organizations in Northern Lake County. With the intent of reaching the populations served by those groups, the goal of this partnership is for PCCS to help support the mission of these organizations as well as the mission of PCCS.

To date, we have pursued partnerships with the Lake County Community Foundation (LCCF) and are exploring opportunities for our organizations to work together with the common goal of reaching a wider audience within our community and county. With a specific focus on organizations whose populations are comprised of those defined as educationally disadvantaged. PCCS' goal is to have built relationships with these organizations and the families they serve in order to increase the population of educationally disadvantaged who choose to submit to the school's annual lottery.



Anticipated Timeline

1st Quarter - FY 2015



Outreach Timeline 1st Quarter FY15

ID	Task Name	Duration	Start	April		May				June				July				August				September				October							
				3/30	4/6	4/13	4/20	4/27	5/4	5/11	5/18	5/25	6/1	6/8	6/15	6/22	6/29	7/6	7/13	7/20	7/27	8/3	8/10	8/17	8/24	8/31	9/7	9/14	9/21	9/28	10/5	10/12	10/19
1	EDS Outreach 1st Quarter Timeline	131 days	Wed 4/16/14	[Timeline bar from 4/16 to 10/16]																													
2	Organizational Initiatives	84 days	Wed 4/16/14	[Timeline bar from 4/16 to 7/0]																													
3	Allocate Resources to Outreach	34 days	Wed 4/16/14	[Timeline bar from 4/16 to 5/20]																													
4	Clarify Roles & Responsibilities	12 days	Thu 5/15/14	[Timeline bar from 5/15 to 5/27]																													
5	Strategic Plan Goals	22 days	Sat 5/31/14	[Timeline bar from 5/31 to 6/22]																													
6	Update/Expand Outreach Materials	60 days	Mon 5/5/14	[Timeline bar from 5/5 to 7/4]																													
7	Evaluate Brand & Messaging	45 days	Mon 5/19/14	[Timeline bar from 5/19 to 7/3]																													
8	Update/Expand Website Messaging	45 days	Mon 6/9/14	[Timeline bar from 6/9 to 7/24]																													
9	Launch New Website	0 days	Mon 8/11/14	[Milestone diamond at 8/11]																													
10																																	
11	Lottery Evaluations & Recommendations	97 days	Mon 5/12/14	[Timeline bar from 5/12 to 8/8]																													
12	Create Lottery Research Taskforce	12 days	Mon 5/12/14	[Timeline bar from 5/12 to 5/24]																													
13	Lottery Feasibility Study	81 days	Fri 5/30/14	[Timeline bar from 5/30 to 7/10]																													
14	Report Findings to Board	0 days	Tue 9/23/14	[Milestone diamond at 9/23]																													
15																																	
16	Transportation Evaluation	97 days	Mon 5/12/14	[Timeline bar from 5/12 to 8/8]																													
17	Create Transportation Taskforce	12 days	Mon 5/12/14	[Timeline bar from 5/12 to 5/24]																													
18	Transportation Feasibility Study	81 days	Fri 5/30/14	[Timeline bar from 5/30 to 7/10]																													
19	Report Findings to Board	0 days	Tue 9/23/14	[Milestone diamond at 9/23]																													
20																																	
21	Increased Partnerships	131 days	Wed 4/16/14	[Timeline bar from 4/16 to 10/16]																													
22	Create Increased Partnership Taskforce	12 days	Mon 5/12/14	[Timeline bar from 5/12 to 5/24]																													
23	Create Partnering Agreements	131 days	Wed 4/16/14	[Timeline bar from 4/16 to 10/16]																													
24	Generate Letters of Support	102 days	Tue 5/27/14	[Timeline bar from 5/27 to 9/18]																													
25	Meet with Local Officials	102 days	Tue 5/27/14	[Timeline bar from 5/27 to 9/18]																													
26																																	
27	Evaluate/Expand Current Outreach	82 days	Mon 5/5/14	[Timeline bar from 5/5 to 8/6]																													
28	Create Outreach Taskforce	12 days	Mon 5/12/14	[Timeline bar from 5/12 to 5/24]																													
29	Broaden Efforts in Community Based Organizations	80 days	Mon 5/5/14	[Timeline bar from 5/5 to 8/4]																													
30	Meet with Lake County Community Foundation	7 days	Mon 5/19/14	[Timeline bar from 5/19 to 5/26]																													
31	Meet with Faith Based Organizations	25 days	Mon 5/19/14	[Timeline bar from 5/19 to 6/14]																													
32	Meet with Local Universities	45 days	Mon 5/19/14	[Timeline bar from 5/19 to 7/3]																													
33	Meet with Local Environmental Groups	80 days	Mon 5/5/14	[Timeline bar from 5/5 to 8/4]																													
34	Report Findings to Board	0 days	Tue 8/26/14	[Milestone diamond at 8/26]																													

PCCS Outreach Timeline Tue 5/20/14	Task		Project Summary		Inactive Milestone		Manual Summary Rollup		Deadline	
	Split		External Tasks		Inactive Summary		Manual Summary		Progress	
	Milestone		External Milestone		Manual Task		Start-only			
	Summary		Inactive Task		Duration-only		Finish-only			