

Hosting a Successful Community Event

Annual Call for Quality Schools

PLANNING THE EVENT

- Appoint a event organizer and event planning team
- Have a kickoff meeting to plan event
- After kickoff meeting, event organizer emails all attendees with next steps and deadlines
- Pick a date with minimal conflicts (look at district or feeder school calendars)
- Pick a time that parents can attend
- Consider adding the In-District Charter discussion into an already existing event (if that would increase attendance but still allow for ample discussion)
- Plan agenda - make it interactive, not sit and get, allow time for parents to discuss and plan with each other
- If this is the first event, the focus should be learning what type of school the community desires (how it should look and feel) and explaining the charter process
- For follow up events, staff can solicit feedback on specific aspects of the charter
- Ensure that event content is appropriate for parents (avoid acronyms and “ed speak”)
- Carefully select the event facilitator - someone who can project his/her voice, be entertaining, and manage a large crowd - it doesn't have to be the principal (could be a teacher or AP)
- Determine a way to collect attendee feedback (survey, poster to write questions, note takers)
- Plan how you will accommodate non-English speaking attendees
- Create an event marketing plan

EVENT LOGISTICS

- Order supplies and materials for event (pens, markers, posters, name tags, etc.)
- Reserve space on campus or consider an off-campus space if campus is not ideal
- Determine parking - notify neighbors if it will impact them
- Secure translators or native speakers
- Secure child care
- Order food and drinks
- Create an invitation

COMMUNICATING THE EVENT

- Be clear about what the event is for and why they are there
- Send invitation at least one month before event
- Send weekly reminders and day of reminder
- Post the event in as many places as possible
 - a. Social media
 - b. Campus newsletter
 - c. Email to staff and parents
 - d. Teacher communication apps
 - e. Printed signs on your campus
 - f. Printed signs at local businesses, churches, parks, etc.
 - g. Flyer home with students (multiple)
 - h. Campus website
 - i. School marquee
 - j. Block walk, leave door knockers
 - k. Consider additional media outreach - radio, tv, print media (consult SAISD Communications Dept. first)

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DURING THE EVENT

- Create a separate space for kids, with adult supervision; have toys, games; think of multiple age groups
- Strategically place staff at parking lot, door greeters, sign in table, direct children to child care, Spanish speaker near entry
- Have music playing as people walk in
- Provide name tags
- Have sign-in sheet with name, phone, email, community role (offer role options to circle - parent, nonprofit, business, etc.)
- Describe agenda and objectives at the start
- Designate a timekeeper
- Start meeting with something fun and positive - tell a story or a joke, do an activity
- Collect attendee feedback, take detailed notes
- Give away prizes or gift bags for attendees
- At end of event, recap objectives and ask audience if they were met
- Communicate next steps for parents and school
- Stick to your agenda and end on time

AFTER THE EVENT

- Follow up with parents (whatever you promised at the event)
- Send a written recap of the event for parents who missed it - use multiple communication channels
- Conduct internal after-review of the event - what worked, what could be improved
- Schedule meeting with staff and/or charter committee to review collected feedback and determine next steps, including whether an additional event is need - include parents in this discussion

NOTES: