**Appendix H**

**Silver Hill Horace Mann Charter School**

**Recruitment/Communication Plan 2016-2017**

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| **General Recruitment Activities (From Annual Report Recruitment Plan):**   1. Collaboration with Haverhill Public Schools Administration, specifically the Superintendent, Assistant Superintendent, Director of Special Education, ELE District Supervisor, and all principals 2. Local newspapers (*Eagle Tribune, Haverhill Gazette*) 3. SHHMCS Website and Haverhill Public School Website 4. Haverhill Public Schools Registration Center all year 5. Applications and brochures in English and Spanish are available at the local Haverhill YMCA, Haverhill Boys’ and Girls’ Club, Haverhill Community Action Inc. Head Start program, local private Pre-k and kindergarten programs, Haverhill Public Library, through Lahey Health Behavioral Services and South Bay Counseling, and neighborhood social service agencies and meeting places 6. Two publicized informational nights and a Saturday prior to the lottery Open House with an information and question and answer session 7. School Tours assisted by our Student Council Student Ambassadors and Title 1 Parent Liaison |

**October:**

☐Applications posted on web site in English and Spanish

☐Applications distributed to HPS Registration

☐ “Coffee with the Principal” – Partners with Pizza - ELL Information and Recruitment Night – Distribute brochures and applications in English and Spanish – both will be distributed at St James and Greek Orthodox Churches

**November:**

☐Margaret to speak at Haverhill Public Schools Parent Council Meeting

☐First Evening Open House – November 30, 5:00 – 7:00

☐Flyer being designed, will also advertise School Tours every Wednesday from 1:00 – 2:30

**Month/3 weeks in advance (Week of November 7)**

Advertise

☐Silver Hill web site and Facebook

☐Weekend Update

☐Flyers around city in both languages (Market Basket, any local businesses)

☐Mount Washington Alliance web site

☐CAP website

☐Chamber of Commerce

☐Local private Pre-k and kindergarten programs

☐Flyers to all HPS/Central Office

☐St. James/Greek Orthodox Services

☐Library

☐Our own sign

☐PTO

☐Foundation

☐Board

☐WHAV

☐Tribune

☐Haverhill Gazette

☐HPS Web page

☐Donna Cappadalupo

☐Registration

☐YMCA

☐Boys and Girls Club

☐CAP/Head Start

☐Sent home with all students

☐Santa Parade?

**Redo/remind a week before (November 21)**:

☐Web page and FB

☐Weekend Update

☐Tribune

☐Haverhill Gazette

☐Central Office

☐Donna Cappadalupo

☐Registration

☐YMCA

☐Boys and Girls Club

☐CAP/Head Start

Need that day:

☐Someone who can translate and assist with applications

☐4 volunteers – one for front table, one for applications in caf, 2 for tours

☐Sign in sheet with e-mails, phone numbers

☐20 applications in Spanish

☐20 in English

☐20 brochures in Spanish

☐20 brochures in English

☐Laptops set up for on-line application at the Open House

☐Tablecloth set up in lobby with a basket for English and for Spanish (see –photo)

☐Table/s for Board, Foundation, PTO

☐Balloons on front sign and lobby table

☐Light refreshments

**January:**

☐Margaret and Sara to speak at Head Start/Community Action

☐Open House (at least 2, one night during week, one Saturday)

* + Saturday, January 7 10-12
  + Thursday, January 12 5-7

**Applications due Friday, January 27th**

**Month in advance**

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☐Weekend Update

☐Flyers around city in both languages (Market Basket, any local businesses)

☐Mount Washington Alliance

☐Chamber of Commerce

☐Flyers to all HPS/Central Office

☐Local private Pre-k and kindergarten programs

☐St. James/Greek Orthodox Services

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☐Haverhill Gazette

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☐Balloons on front sign and lobby table

☐Light refreshments

**February:**

☐ Contact IT to have someone at the lottery to oversee the drawing

☐**Lottery February 10**