

Targeted Recruitment Policy, Outreach And Enrollment Plan

Targeted Recruitment Policy

The school is intended for 1st-4th grade students whose parents desire a Montessori program. RMCS shall strive, through recruitment and admissions practices, to achieve a racial and ethnic balance among its pupils that is reflective of the general population residing within the territorial jurisdiction of the Old Adobe Union School District. Therefore, our recruitment goals include achieving an ethnic balance similar to the following statistics acquired from the California Department of Education data and statistics for Old Adobe in 2008-09: 0.7% American Indian or Alaska native, 5.2% Asian, 0.3% Pacific Islander, 1.9% Filipino, 32.7% Latino, 2.0% African American, 57.2% white, and 0.1% multiple or no response. Please note, however, that students shall be considered for admission without regard to ethnicity, national origin, gender, or disability.

RMCS will implement a student recruitment strategy that includes, but is not necessarily limited to, the following elements or strategies: 1) An enrollment process that is scheduled and adopted to include a timeline that allows for a broad-based recruiting and application process; 2) The development of promotional and informational material that appeals to all of the various racial and ethnic groups represented in the District; 3) The appropriate development of promotional and informational materials in languages other than English to appeal to limited English proficient populations; 4) Outreach meetings in various areas to reach prospective students and parents; and 5) The distribution of promotional and informational materials to a broad variety of community groups and agencies that serve the various racial, ethnic, and interest groups represented in the District.

- RMCS believes that all children should have the opportunity to receive a Montessori education.
- The staff shall encourage parents/guardians to enroll all school-aged children in school.
- RMCS shall strive to achieve a student population from the District area who understand and value the Charter School's mission and vision statements and are committed to the Charter School's instructional and operational philosophy.

Outreach Plan

River Montessori Charter School has engaged in a variety of outreach activities to ensure not only that the student body is diverse on many levels but also to ensure that the greater community understands about the exciting new opportunity for the children of southern Sonoma county, northern Marin county, and Solano county, such as the collaborative and interactive nature of Montessori. Furthermore, we continue to work with the community to envision what an ideal school would provide. We have led conversations explaining why a Montessori education benefits the community and have engaged the community on different levels to ensure that we provide an education that addresses concerns and needs of the community.

Community outreach for the dissemination of school information and future students is vital. We have held community meetings throughout the area since our approval in May, and will continue to hold meetings once a month, the second tuesday of every month, at our School. The goal of these community meetings has been and continues to be to inform the public about the new school and what it has to offer. Meetings that were held over the spring and summer were held in neighborhood association meeting places such as libraries, churches, and clubs. Quarterly activities to build community and awareness were held over the summer and will continue to be planned once school starts. BBQs, Lemonade at a Park, and family concerts are but a few of the events that have been and will be held to spark interest and build community. Events will have

corresponding press releases to elevate our profile. We have had and will continue to have articles and news spots in local publications, newspapers, and radio. Our director and several board members have also already engaged with local nonprofits to create partnerships.

We conducted our outreach with the basic strategy to encourage and support greater knowledge of our school throughout Sonoma County, Solano County, and Marin County. Our outreach activities have included the following:

- 1) Conducted at least one of the following interfaces (face to face, phone meetings, and electronic and regular mailings) with the following organizations:
 - a. All Montessori preschools in Sonoma County and Novato: Onsite Meetings held May 6th, May 7th, and May 26th ;
 - b. NonMontessori Preschools in Petaluma, Sonoma, Cotati, Rohnert Park, Santa Rosa, Sebastopol, and Novato;
 - c. Nonprofit organizations in Sonoma County particularly those with multiethnic support including but not limited to the following: Petaluma Health Center, Petaluma Bounty, Wetlands Alliance, Petaluma People Services Center, Petaluma Boys and Girls Club, Public School Montessorian, Petaluma Blacks for Community Development, Alternative Family Services, Big Brothers/Big Sisters of Sonoma County, Elks lodge #901, COTS, Islamic Society of Petaluma, Jewish Women's Organization, Four-H, Petaluma Arts Association, Petaluma Wildlife Museum, North Bay Indo American Association, Mentor Me Petaluma, Petaluma Italian Catholic Foundation, Petaluma Braille Transcribers, Petaluma Kitchen, Rebuilding Together Petaluma, Salvation Army Family Services, Scouting For All, SCPEO/Head Start, Youth Employment Services, Western States Youth Services Network;
 - d. Local community groups: Rohnert Park/Cotati Mothers' Club, Santa Rosa Mothers' Club, Sonoma Mothers' Vclub, Petaluma Mother's Club, Petaluma 7-11 Lions Club, Petaluma Masonic Lodge, Petaluma Moose Lodge, Rotary Club of Petaluma, Sustainable Petaluma Network, Thai Association of Northern California;
 - e. Government organizations and representatives: City of Petaluma Water Resources and Conservation, community centers, libraries, Petaluma Mayor Pam Torliatt, Petaluma city council members, Sonoma County Supervisor Mike Kerns, California State Assemblymember Jared Huffman, U.S. Congresswoman Lynn Woolsey and Senator Barbara Boxer;
 - f. Religious organizations in Petaluma and Santa Rosa: Community churches, St Vincents in Petaluma; St Josephs in Cotati, Unitarian Universalists of Petaluma;
 - g. Businesses including Hispanic Chamber of Commerce and Petaluma Chamber of Commerce, pediatrician and pediatric dentist offices, housing complex common spaces, grocery stores, laundromats, restaurants, toy stores, ice cream shops, hair salons, clothing stores, coffee shops, plant nurseries, book stores, gymnasiums, swim centers;
 - h. Local universities including Sonoma State University in Rohnert Park, Indian Valley Campus of the College of Marin in Novato, Santa Rosa Junior College Petaluma Campus.

- 2) Forums with teachers, board members and the Director to inform the public about the opening of our school, and to explain the Montessori pedagogy were held throughout the region before and after our formal approval by the CA. State Department of Education. These forums were held in Petaluma, Sebastopol, Rohnert Park, and Novato. On May 20th, June 6th, June 30th, and August 6th meetings were held in Old Adobe District; June 20th, July 18th, and August 15th in Petaluma City District; June 13th meeting held in Spanish at the Petaluma Public library; June 16th and July 11th in Sebastopol; June 24th and August 1st at the Rohnert Park Cotati Library; July 2nd and August 11th in Novato; June 29th and August 6th special meetings were held to discuss upper elementary at River. All meetings were held at wheelchair accessible locations and with Spanish translation.
- 3) We attended public community events including farmer's markets, human race-May9th, Rotary Club and Petaluma Mother's Club Easter Event, Butter and Eggs Day Parade in Petaluma.
- 4) We posted information on web-based networks including Petaluma Parent Informational Network, neighborhood internet networks, WaccoBB.NET, Aqus.com, and Craigslist.
- 5) Parent Promoters: we had volunteers go door to door and also promoted River Montessori School at their place of work.
- 6) To reach a broader public base, we sent press releases and made ourselves available for interviews with the media. We sent out press releases to the Argus Courier, Sonoma Family Life, Petaluma Post, Press Democrat, Bohemian, Petaluma 360, Community Voice in Rohnert Park, Marin Independent Journal, Marin Magazine, Sonoma West, Sonoma News, KRCB, Novato advance, La Voz, Impulso News, and the Tri-City Times. We spoke with KSRO 1030 AM radio interview 8/23, <http://www.ksro.com/podcasts.aspx> , and 9/18/08 with DJ Steve Jaxon at 4:30 PM. We gave two interviews that were conducted in Spanish. The first a 20 minute show was at 9 AM, Friday, July 17 on KSRT, Radio Lazer, 107.1 FM. The second was a 30 minute call-in show at 11 AM, Friday, July 31 on KBBF, Radio La Nuestra, 89.1 FM.
- 7) We have a large Billboard advertisement on E Washington in Petaluma near visitors center/ bus station that went up June 15th.
- 8) We maintain our website, RiverMontessori.org, with updated information about our school and how to apply. The website is in English and Spanish.

Outreach to Achieve Racial/Ethnic Balance Reflective of District

We put particular attention to ensure that information reached local latino communities; all of our materials are available in both Spanish and English and we had Spanish translators at all of our events. We spoke with the Hispanic Chamber of Commerce and held a separate community informational meeting in Spanish. River Montessori Charter School's website is bilingual and press releases were sent to two Spanish newspapers in the area, La Voz and Impulso News. Finally, we were on two Spanish radio shows, KSRT 107.1FM and KBBF radio la Nuestra, 89.1 FM. We will continue to seek exposure on these important forms of media.

Research and experience have shown us that our Latino communities that are also of lower income generally do not have access to email and often have limited phone access. With that in mind, volunteers visited and distributed information throughout the area either door to door or by posting information at the library, grocery stores, laundromats, restaurants and other local

stores. They also brought flyers to nonprofit and governmental organizations that worked with this subset of the population (see above). Lastly several parents acted as informal promoters, introducing the school and the Montessori philosophy to the latino community at home, at community gatherings, and at work.

To help ensure that we reach our targeted goal of enrollment reflecting the general population residing within the territorial jurisdiction of Old Adobe Union School District in 2010-11, the Community Outreach Committee will conduct a survey of the latino community to identify barriers to enrollment at RMCS. The Community Outreach Committee will then modify the RMCS Outreach Plan as necessary. Each year after the classes are enrolled and set, this committee will review post-enrollment data to assess and determine what changes/adjustments in the recruitment and outreach processes would be appropriate for future years and in filling current-year vacancies.

Enrollment Plan

RMCS is open to all students residing in the state of California. Once parents express an interest in our school, we ask for basic information and give them an enrollment packet, which consists of 1) frequently asked questions, 2) informational sheet comparing Montessori with traditional education 3) schedule of parent informational meetings 4) RMCS admission policy and 5) admission application. These packets are available in English and Spanish. After we receive a completed application, we send the family a registration packet to gather additional information. The packet includes 1) acceptance letter 2) accept/decline form 3) registration form 4) teacher release form 5) school release of information 6) Excerpts from our Charter. Racial/ethnicity data is collected only after enrollment to avoid any perception that such data would be used as a factor in admissions.

Students may apply for enrollment during the school's enrollment period. The school will enroll all eligible students who complete an application during this time, unless the number of applications exceeds the capacity for the grade level or facilities. If capacity is insufficient to enroll all students who submit a timely application, the school will select students through a lottery selection process. RMCS shall maintain procedures, which provide for the verification of all admissions requirements specified in law and in RMCS policies and regulations.

Students who are currently under expulsion for any reason specified in California Education Code Sections 48900-48927 from any public or private school may not enroll in the School until the expulsion term has been documented as completed, the student completes the rehabilitation plan created by the former school or as created by RMCS on behalf of the student, and the RMCS Board finds in good faith, taking into account the seriousness of the offense, that admission of the student is consistent with the safety and well-being of the school or any persons at the school in any capacity or to the order necessary to carry out the School's educational mission. The Board shall adopt policies to ensure that such proceedings shall be carried out and such findings shall be made without regard to ethnicity, national origin, gender, or disability.

Admission to RMCS requires a commitment from both students and parents to the mission and vision of the School as set forth in the Charter. Henceforth, prior to admission, all parents or guardians shall be required to attend a school orientation meeting and a school tour, after which they will be given an application packet. The completed application packet shall include a signed agreement indicating they understand and will abide by the School's philosophy, program, and policies concerning parent participation and fingerprinting and background checks.