



Francophone Charter School of Oakland

Outreach Handbook

2016-2017

Volunteer Outreach Jobs

Welcome to Volunteer Outreach! Outreach is a very special volunteer activity because volunteers establish and build connections between the existing parent community (parents meet one another and spend time together) and cultivates awareness among Oaklanders about this public, tuition-free French immersion school in Oakland! Within our quest to reach as many members of the public with information about our school, we have created four specific roles to help make each outreach opportunity as successful as possible. Each role is described below with a title and set of tasks.

JOB DESCRIPTIONS

Event Coordinator

This person has tasks that go in two different directions: interacting with festival organizers and coordinating outreach volunteers for the event. First, this person contacts the festival organizers and finds out if we can set up a booth information booth for free OR if our volunteers will use the 'mix and mingle' approach (i.e. carry a large bag with 'Intent to Enroll' from English/Spanish and sign-up forms to join the school outreach database). If we are able to have a information booth, there will be an 'opener', a 'closer', and a 'rotation of outreach volunteers'. If there is no table, there will be only a 'rotation of volunteers'. This person coordinates all roles (creates a group email specifying everyone's responsibilities, including phone numbers to help on the day) and ensures that each volunteer 1) knows where to collect materials and 2) logs their hours by Monday morning at 8 am.

There are ten 'Outreach Volunteer' bags. Each bag contains two clipboards with 'Intent to Enroll Forms', one English and one Spanish. These are the most important forms and we need to have as many of these filled out as possible. Each bag also contains a form for the 'Outreach Contact Database'. This form has space for names and contact details for families with younger children who will be contacted on a yearly basis about school enrollment possibilities.

All the completed 'Intent to Enroll' forms and the 'Outreach Contact' forms should be given to Sarah Mary in the school office after the event. This is VERY IMPORTANT! All volunteer hours must be logged by the Monday morning after the event by 8 am.

Opener

This person gathers all the materials necessary for the table/tent (table, chalkboard, 'Outreach Volunteer Bags') from the school on Friday before the event. The opener arrives at the event at the start time (or prior if allowed), sets everything up, and meets the first volunteers at the event.

Closer

This person arrives at the event at least 15 minutes before the last volunteer session ends (if they are not already present) and gathers all materials (table, chalkboard, 'Outreach Volunteer' Bags with completed forms inside) and returns everything to the school on Monday and gives all completed forms to Sarah Mary in the school office. PLEASE INFORM CORINNE ABOUT THE TOTAL NUMBER OF COMPLETED 'INTENT TO ENROLL' FORMS. You can send this by email to volunteer@francophoneschool.org

Outreach Volunteers

These parents are building our connections to communities in Oakland and the Oakland public at large. These volunteers are the likely the first 'face of the school' that is seen by Oaklanders and they are building the school community for future years through their conversations and outreach with the public. As a school, we are trying to focus on reaching families with children who are under 5 because this is the age group that will be able to enroll at FCSO in future years. While engaging in Outreach activities, it often helpful to engage directly with people who have small children HOWEVER, please remember that people have young cousins, nieces, nephews, grandchildren and neighbours who may also appreciate learning about the

school and spreading the word. As an outreach volunteer, it can help to engage people who are not visibly parents, but who actually have connections to families with young kids in Oakland. It can also help to pass the time!

*****The task is to 1) gather as many 'Intent to Enroll' forms for TK and K for the 2017-18 year as possible and 2) increase the 'Outreach Contact Database' by gathering names and contact details of families whose children will be enrolling in elementary school in the next several years. *****

Outreach speech

Please find the **speech** below to say:

Have you heard about Francophone Charter School of Oakland? We are a public TUTION FREE French Immersion elementary and will be a **MIDDLE school**. The school follows a 90/10 immersion model, which means that children starting in TK or K will receive 90% of their instruction in French and 10% in English. With every successive grade the percentage of English instruction is increased until by 6th grade it's 50% French and 50% English and it stays 50/50 until 8th grade. This model has proven to be very successful in helping children to become fully bilingual. At this age, they are at the best time in their life to learn a second language.

Since this is an immersion school, FCSO is different from the regular public schools in a number of ways. The school day is longer (8:00-3:15) for TK and K and the school year is also longer. This is an advantage for many working parents who would otherwise have to look for longer after school care. It is our second year FCSO. The school is located near the Oakland Zoo. Next year we are looking to enroll new students for the TK (5 years between **Sept 2 - Dec 2**) and K classes (**5 years before Sept 1**). The school is open to all California residents and Francophone and non-Francophone families. If you're interested, please fill out an Intent to Enroll Form. This form is non-contractual, but is important because it allows us to obtain a facility from the district for next year.

If you have any questions, please visit our website or email the school.

Please don't forget to ask parents to fill out the intent to enroll if they have children in age to be enrolled next year and fill out the chart if they have younger children so we can add them to our database.