

INREACH

- Harvest Festival

Conscious changes this year >

1) Greeters > goal: set a positive & welcoming tone from the start

Arranged for greeters from the Parent Council to help set a more relaxed and positive tone for the event upon entry to the event. A small but effective way to build connections put a face to a name, and make parents feel welcomed and more relaxed on their way in.

- **2) Stage** > goal: more reverence around the performance and purpose of the Harvest Festival

Created a more formal stage area, with the PA system set up for more formal opening statements from our leader, and chairs out for the audience. Everyone was quiet and attentive during the play. Success!

- **3) Simplification** > goal: reduce stress on the whole community

All booths were simplified into one group craft. This meant way less for parents to do. The beginning of the year is stressful and very busy for everyone in our community. I wanted parents to see the festival as a relaxing event to come to and ENJOY their kids and community, NOT be stressed and working the whole time.

- Parent Square - soft launch

35% of our parents have registered their accounts, this is slightly better than the percentage of opened emails from Constant Contact (newsletter) account. So, already Parent Square is proving to be more effective.

- 88% of staff have registered their accounts

- Parents are notified whether or not they "register" and set up an account. The account allows for them to create preferences and use the tool more directly, but it is not required to actually receive school notifications.

- Downloading the APP to your phone is the best way to make the most of this new communication tool.

INREACH & OUTREACH/FUNDRAISING

- Annual Giving Campaign

1) Working on Letter Writing Campaign to seek a donation from friends and family for the match

2) Sponsorship options - Currently identifying potential partners and creating a sponsorship "menu" of sorts, for local businesses to partner with us in October to also help with the match

- BOTH of these are in the foundation laying phases of development and we plan to build and improve on them each year
- **Parent Education Evenings** - working with Visiting Mentors to schedule Parent evenings in November, more to come

OUTREACH

October

- **NEW > Parade of Lights** - Parent Council headed this up and it was a great success. Our students gathered with their parents and their handmade lanterns and walked with our school banner.
- **Outreach Event (booth presence)** - Sponsored by North State Parent - Kids Farm Day, we will have an outreach booth at this event (no cost to us)

November

- **NEW > Kindergarten Fair** (charters) November 12th, from 5-7 pm at the CARD Center

December

- **Growing Up Chico Magazine** - Directory Ad for "Alternative Schools Listing" for their Winter Issue
- **North State Parent Magazine** - working with a reporter now on a story on our *Festival of Lights* to be in their Winter Issue

Spring

- Girls On the Run - coming back in the Spring
- **NEW > May Faire** - we have secured Cedar Grove in Lower Bidwell Park, so we can begin to build the May Faire into an annual LOCAL event, not just a school event. It provides us a wonderful opportunity to show the community exactly what we are about