

1. Introduction to the **Problem** and **Target Audiences**.
  - a. Problem: Lack of extracurricular/enrichment school programming in Monmouth/Roseville School District in elementary schools
    - i. Removed BBBS, DARE, college involved programs
  - b. Specific Audience
    - i. Parents/Guardian
      1. Characteristics
        - a. Some may be college educated, most work in blue collar, high school education
        - b. Lots of single parents
        - c. Younger
      2. Attitude towards
        - a. Media-television, radio, flyers, posters
        - b. Action of your goals- positive, “free babysitter,”
    - ii. School Board
      1. Characteristics-upper middle class, business people, or worked previously in school district, children go through the school district, financial mindset, accessible from public standpoint, they are elected (connection between parents and the school board), Known everything that is going on the school
      2. Attitudes towards
        - a. media-open to all
        - b. action of your goals-probably open but cant change the funding situation
    - iii. Teachers/Faculty
      1. Characteristics-degree, college education, mixed age group, mixed backgrounds, majority female
      2. Attitudes towards
        - a. media-use everything; twitter, facebook, etc
        - b. action of your goals-positive as long as they don’t have to put extra effort in for no pay, they already have a lot of commitments
    - iv. College Students
      1. Characteristics- poor, busy, overwhelmed, tired, 2 extremes: dedicated or lazy
      2. Attitudes towards
        - a. Media-internet, more interactive, newer
        - b. Action-willing to do community service for recognition, will put in minimal time
          - i. Ed majors especially
    - v. Elementary Students
      1. Characteristics- sports, interactive things, young, energetic, need an outlet for their energy, short attention span
      2. Attitudes towards
        - a. Media- information they would get at school, internet
        - b. Action-they would LOVE it, they don’t want to go home and be bored, latch key children

## 2. Plan Goals

- a. Increase the number of after school activities using college students and other community member volunteers
  - i. School board wont have to finance
  - ii. Teachers wont be overwhelmed
- b. Eliminate community take home table
  - i. Reinstate sending information home
- c. Get the children interested
- d. Get the parents to approve
- e. Have bilingual programs/flyers/resources

## 3. Essential "Messages," Information, and Actions

- a. Messages
  - i. Survey
    1. Parents
      - a. What needs to be incorporated into after school programming
      - b. Best time and day (before, after, lunch, recess)
      - c. Different programs they would be able to help with
    2. Survey for students
      - a. What type of activities interested in
      - b. Best time and day
      - c. What activities willing to help with for lower level students
        - i. Ex. High school going to el. schools
  - ii. Attend school board meetings
    1. Crucial for parents, students and faculty
    2. School board controls budget of the school
      - a. Programs cut because of lack of fund
    3. Topic needs to be put back in on agenda
      - a. Constant pressure will be put on the agenda faster
  - iii. Community and business fliers
    1. Handed out by students
    2. Will any businesses be willing to put on programs or donate money
    3. Information about why programs were cut and benefits of having programs
  - iv. Take home flyers
    1. Also be mailed home because sometimes kids wont take them home
    2. Information about the benefits of having after school programs
    3. Factual sheet
      - a. About benefits and statistics of children in after school programming
    4. Parents become more aware
  - v. College rally
    1. Encourage college students involved and run programs
    2. Have students and teachers speak about the benefits of it
      - a. Especially in a school of need

- b. Personal experiences
  - c. Free food (incentive)
- b. Information
  - i. Inform the community about problem
    - 1. Problem: after school programs in the Monmouth-Roseville school district have been removed from the schools. Therefore students don't have the opportunity to participate in other activities that encourage individuality, education, and social skills
    - 2. See above for ways to inform the community
  - ii. Create an action plan
    - 1. Identify the problem
    - 2. Gain support from parents, students, faculty, and community members
      - a. Survey, flyers, school board meeting
    - 3. Host college rally
    - 4. Create system for after school programs as well as a list offered if we had funding
    - 5. Present to school board and gain support
    - 6. Implementation
  - iii. Setup interactive media
    - 1. Tech support from college students or computer company willing to donate time
    - 2. Have parents give their cell numbers if they want text updates/reminders about events and rallies to encourage reinstatement of after school programs
    - 3. Ask get town's approval to paint benches to raise awareness about lack of after school programs
      - a. It will also serve as an after school programs because it can be painted by the students
  - iv. Contact media sources
    - 1. See setup interactive media
    - 2. Contact newspapers, newscasts
      - a. Advertise when school board meetings are and the importance of after school programs
- c. Actions
  - i. Volunteer and help with programs
    - 1. Have high school students knock on doors for help
    - 2. Dorm storm for volunteers at college
    - 3. College rally
  - ii. Gaining support from community
    - 1. Town hall meeting, business flyers
  - iii. Encourage parents to have their children participate in programs
    - 1. Send flyers home
    - 2. Reminder text messages
  - iv. Continuing pressuring school board to re-instate programs
    - 1. Attendance at town hall meetings
    - 2. Community outreach
    - 3. Media coverage
  - v. Maintain retention of students in programs

1. Changing programs-variety
    - a. Set up a rotation
  2. Make it at convenient times
4. Media Strategy
- a. Traditional media
    - i. Fliers
    - ii. Send ads to newspaper and local radio stations
    - iii. Rallies/extravaganzas
    - iv. Benefits
      1. Food and drink to raise money; local band, etc.
    - v. Get action on minutes of school board meetings
  - b. New interactive media
    - i. Optional parent text message reminders
    - ii. Community awareness projects
      1. Painting benches and cleaning up the park
      2. Double as an art project
      3. Business/people could sponsor it and have their name on it if they donate
    - iii. Titanbook
      1. A facebook style website that would only be accessible for Monmouth-Roseville district students and parents who sign up for an account. There they can get reminders about school events, after school programs, sports games, exams, homework assignments/syllabus
      2. There will also be a Wiki on the website.
        - a. Add and edit if their child or they participate in sometime
        - b. Brainstorm/deliberate on new ideas
        - c. **MUST BE HIGHTLY MONITORED**
5. Problems or limits
- a. Lack of monetary funds
    - i. Couldn't get business support or the money to paint benches, etc
  - b. Lack of volunteers
    - i. No one to run the programs or attend town hall or school board meetings
  - c. Not enough interest from students, low retention rates
    - i. Students are essential to the program
  - d. School board does not approve the programs
    - i. We need them for the funds/approval
  - e. Technological problems
    - i. Parents don't have computers or internet
    - ii. We may not have the knowledge to create the media we want to use with out extra help