



Reinstating After School Programming in Monmouth-Roseville Elementary Schools

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Problem and Target Audiences

- Problem
- Specific Audience
 - Parents/Guardian
 - School Board
 - Teachers/Faculty
 - College Students
 - Elementary Students

Plan Goals

- Increase activities using college students and community members
- Eliminate community table
- Increase interest
- Parental approval
- Bilingual programs

Essential “Messages,” Information, and Actions

- Messages
 - Survey
 - Attend school board meetings
 - Community and business fliers
 - Take home fliers
 - College rally
- Information
 - Inform community
 - Create action plan
 - Setup interactive media
 - Contact media sources
- Actions
 - Volunteer and help with programs
 - Gain support from community
 - Encourage parents
 - Pressure school board
 - Maintain retention of students

Media Strategy

- Traditional Media
- New Interactive Media
 - Optional parent text message reminders
 - Community awareness projects
 - Titanbook

Problems or Limits

- Lack of funds
- Lack of volunteers
- Lack of interest
- School board disapproval
- Technological challenges