

## Aide to Hispanic Students and Their Families that Attend Lincoln Intermediate

Group Members: Emily Owen  
Jessica Fetherling  
Sara Schoon  
Nick Davis  
Holly White

### Elements of the Strategic Media Action Plan

#### I. Introduction to the **Problem** and **Target Audiences**.

**A. Target Audience:** Low income, non-English speaking Hispanic students that attend Lincoln Intermediate School and their parents

**Specific Problems to be solved:**

- An aide to all the language barriers at Lincoln Intermediate.
- An aide to all the language barriers seen between the Hispanic students, parents, and teachers at Lincoln Intermediate.
- Help these Hispanic students with cognitive development and comprehension in schools.

**B. Characteristics of the specific audiences.**

- Low level of English fluency
- Lower education status
- Lower incomes
- Female/male students grades 4-8
- Female/male parents
- Access to some types of media
- Some would see it as a great opportunity however, others might see it as disrespectful to their culture
- Excited about the opportunity to use and learn about new media

#### II. Plan **Goals**

**A. Overall goal:** To expand the English vocabulary of students and their parents so that teachers can identify a difference over 1 school year.

**B. Smaller goals:**

- To increase the test scores of Hispanic students at Lincoln Intermediate.
- To improve the communication between parents and teachers/administration.

- To improve student interaction between Hispanics and non-Hispanics.
- To stress the importance of parent involvement in and outside of school.
- To educate Hispanics on new type of media and their uses.

**III. Essential “Messages”, Information, and Actions.**

- A. The “messages”, information, and Actions you will send that you want your program to have the target audience receive.
  - a. Take a survey written in Spanish/English (depending on the preference of the participant)
    - Help to figure out what their level of experience is with the English language.
    - Get opinions on the percentage who are willing to learn
  - b. Put up postings at Lincoln Intermediate for an informational meeting  
This informational meeting will include:
    - Give out statistical information on the number of Hispanics in the Monmouth Community
    - Inform them about our plan
    - Talk about test scores and how we want them to improve
- B. The types of resources and information you will want to make available to the target audience through media.
  - a. Text messaging to remind parents about tutor sessions
  - b. Question forum for parents that Spanish education majors could answer. We would talk to Sue Dagit, the course registrar about making this a course option to all Spanish majors and minors.
  - c. Skype as an option for tutoring purposes.
  - d. Monthly community social events, these can include a movie or cultural night. Everyone in the community will be invited and it will allow them the opportunity to embrace their culture. This will encourage the parents to get involved and participate in their student’s learning experience.
- C. The kinds of actions you want your target audience to take in response to your media.
  - a. To motivate and encourage the Hispanic families and their willingness to learn the English language.
  - b. Parents wanting to be a part of their child’s learning

experience.

- c. To see the benefits that they would get out of this program so that they will want to spread the word!

#### **IV. Design of Media Strategies**

##### **A. Traditional Media:**

- a. Brochures on our program and plan
- b. Fliers on campus about students who want to volunteer
- c. Fliers at Lincoln Intermediate to encourage the cultural nights and tutoring services
- d. Monmouth College Radio to promote this plan and get volunteers.
- e. Local Monmouth radio to spread the word about our program and how beneficial it can be for them to be a part of.
- f. Fundraisers to raise money for materials that will help support our plan. For example, English-Spanish Dictionaries

##### **B. New/Interactive Media:**

- a. Text Messaging
- b. Website that would include photos, videos, calendar of events, how to download Skype, links to language resources, how to set up text messaging service, and a question forum.
- c. Skype
- d. Face book group for the Monmouth College volunteers.
- e. Podcast on the website that reads off the calendar events and new information.

#### **V. Problems and Limits**

- 1.) We might not get enough Monmouth College Volunteers
- 2.) The course might not get passed
- 3.) Not enough money
- 4.) Maintenance of website
- 5.) Participation of the Hispanics
- 6.) Transportation issues and time management
- 7.) Hispanics access to media
- 8.) Not everyone has a cell phone

## Bibliography

"Illinois School Report Card." *Lincoln Intermediate School*. 2008. Web. 3 Dec. 2009.  
<<http://titans.k12.il.us/Lincoln08.pdf>>.

"Lincoln Intermediate School in Monmouth, Illinois (IL) - Test Results, Rating, Ranking, Grades, Scores, Classes, Enrollment, Teachers, Students, and Report Card." *Stats about all US cities - real estate, relocation info, house prices, home value estimator, recent sales, cost of living, crime, race, income, photos, education, maps, weather, houses, schools, neighborhoods, and more*. Web. 04 Dec. 2009. <<http://www.city-data.com/school/lincoln-intermediate-school-il.html>>.