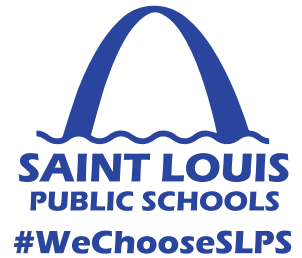


Spring Community Engagement: Neighborhood Open House & Election Results

Rachel Seward, Deputy Superintendent of Institutional Advancement
April 19, 2016



Neighborhood Open House Vision



- Follow up to phone recruitment campaign
- Showcase neighborhood elementary schools
- Principal/School – Driven
- **Goals:**
 - Recruit new families to enroll
 - Engage community partners & volunteers
 - Strengthen bond between school & neighborhood
 - Help to change conversation about neighborhood schools



Marketing



Family tear-away flier



30 second commercial/video



Metro bus & Metrolink shelters

500 personalized fliers

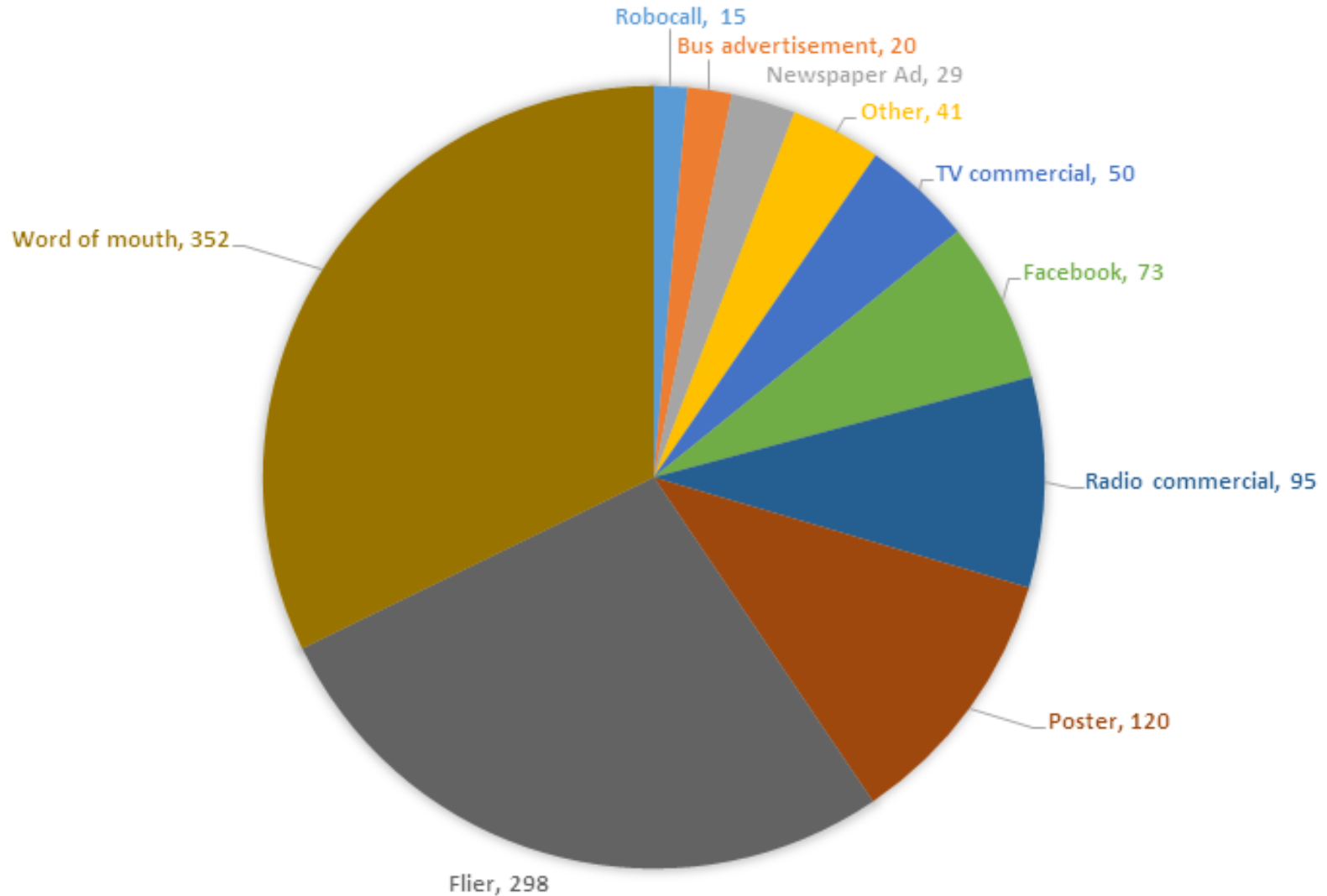


St. Louis American banner ad

Saint Louis Public Schools
Neighborhood Open House
Saturday, April 2 | 9 a.m. - 12 p.m.
 Come discover all the reasons to love YOUR neighborhood elementary school and enjoy free food and fun!
www.slpso.org/comevisit



How People Heard about the Event

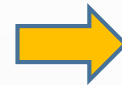


By the Numbers

33 schools open to the public



Category	
Community Member	148
Current Parent	326
Prospective Parent	147
Volunteer	113
Total	734



Only one sign-in per family, we distributed 1772 meal tickets

Roughly 22 visitors on average; some schools saw excellent attendance:

Top 5 Schools by Attendance	
Walbridge	40
Woerner	43
Monroe	53
Gilkey Pamoja	61
Buder ★	93

42
families
enrolled
in pre-K

Welcome



Activities



Community Partners



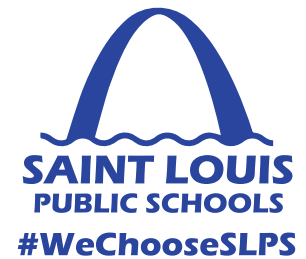
Giveaways



Lunch



Media Coverage



ST. LOUIS POST-DISPATCH

St. Louis district opens its neighborhood elementary schools Saturday for tours

Post-Dispatch – March 31, 2016



All St. Louis Public Schools holding open houses to showcase success

Fox 2 – March 31, 2016

St. Louis Public Schools host open house for parents and teachers

Fox 2 – April 4, 2016

Survey Says...



Schools said:

- Effective in engaging prospective families 3.25 / 5
- Effective in engaging community support 3.7 / 5
- Rate the materials provided in advance 4 / 5
- Rate the overall success of event 3.7 / 5

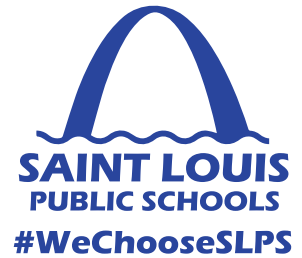
Glows	Grows
<ul style="list-style-type: none">• School was cleanest it has been• Student-led tours worked well• Staff canvassed neighborhood• Well-organized and enthusiastic staff• Southwest Food Service participation• Central Office support• Student performances a draw• District marketing efforts	<ul style="list-style-type: none">• Change time – later in the day• Hold it after MAP testing• Staff incentives or pay• Lots happening with Prop 1 campaign at the same time

What's Next?



- Survey visitors
- Positive staff response, successful pilot
 - Lots of good feedback on improvements
- Hold annually
 - Possibly in fall as Back to School event

Proposition 1 Results



- **Passed with 69.2% of the vote**
- Passed in all 28 wards
 - 74.36% in north St. Louis
 - 77.60% in central corridor
 - 63.67% in south St. Louis

9 WEEK CAMPAIGN

- ✓ 5 Rallies
- ✓ 8,000 phone bank calls
- ✓ 40+ neighborhood meetings
- ✓ 22 ward endorsements
- ✓ 3 mailings
- ✓ Faith community engagement
- ✓ Senior citizen engagement
- ✓ Charter school collaboration
- ✓ Traditional and social media
- ✓ Countless volunteer hours



**THANK YOU
SAINT LOUIS!**

Questions?