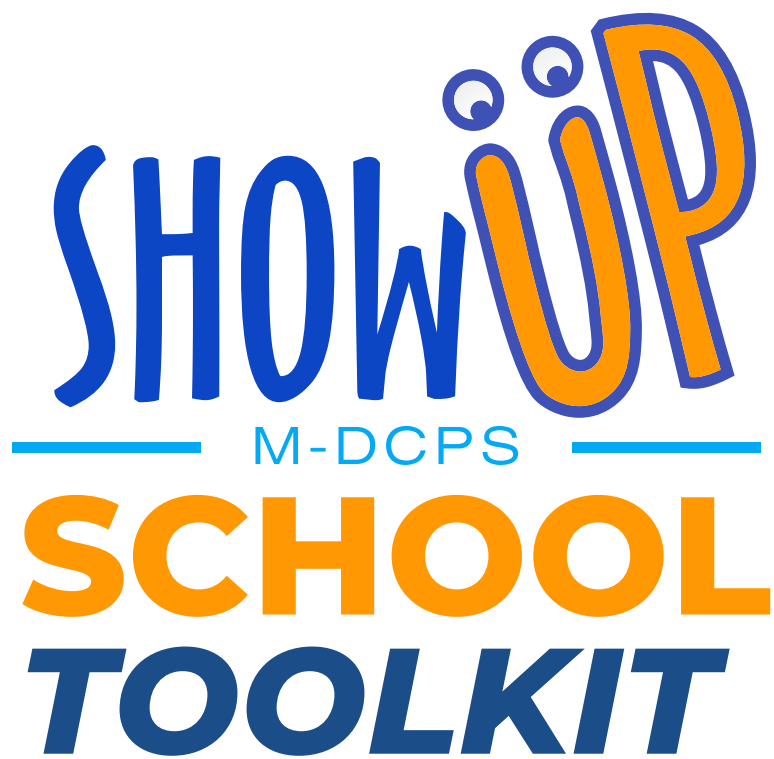




SHOWiUP

M-DCPS

#ShowUpMDCPS |



SHOWUP

M-DCPS

SCHOOL TOOLKIT

In an effort to increase recruitment and enrollment, boost student attendance and engagement, and support school marketing efforts, the Office of Communications and Community Engagement is providing schools a comprehensive toolkit that outlines various strategies.

RECRUITMENT AND ENROLLMENT



Train front office staff to ensure they are equipped to answer questions stakeholders may have regarding revised protocols in the wake of the COVID-19 pandemic. Topics may include:

✓ School enrollment and registration procedures

✓ Attendance and quarantine protocols

✓ Health and safety protocols

Identify and communicate the safety measures in place at your school to help prevent the spread of COVID-19. These include:

✓ Social distancing

✓ Cleaning and sanitization

✓ Facial coverings and hand hygiene

✓ In-school contact tracing/investigation

Advertise on your school marquee:

WE WANT YOU IN OUR SCHOOL	SPACE IS AVAILABLE	REGISTER
ENROLL	IN OUR SCHOOL	TODAY
TODAY!	ENROLL TODAY!	#SHOWUPMDCPS

Ensure your school's website is up-to-date with enrollment and registration information, attendance policy information, contact phone numbers, etc.

Use the new Dadeschools website interface to market your school, upload a welcome video message from the principal, and include images of students learning and engaged.

Enlist the PTA and Community Liaisons to help promote your school.

Engage your Dade Partners and other Community-Based Organizations to support outreach efforts.

Offer physical or virtual tours to prospective families.

Develop marketing video highlighting your school and post it on your website and social media platforms.

ATTENDANCE AND ENGAGEMENT



Based on current student achievement data, identify students with poor attendance or low engagement.

Contact families via phone to advise them their child has been identified due to poor attendance. Discuss with families the barriers they may be facing as it relates to attending school.

Emphasize to families the importance of attending school by highlighting key facts about attendance to encourage students to show up. Share the effects of excessive absenteeism and its link to poor academic achievement.

Communicate to families the importance and benefit of attending school, including, but not limited to:

- ▶ Children learn best by attending in-person school.
- ▶ Development of social and emotional skills. Teachers provide a well-rounded education and support the whole child. Socialization and building individual connections are critical to every child's growth and success in school.
- ▶ Access to support services (mental health, nutrition, specialized support).

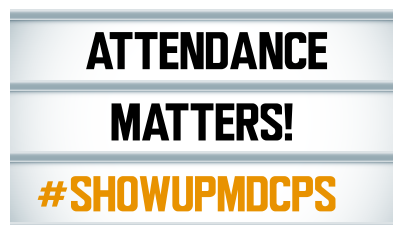
Send an automated message via SchoolMessenger:

Hello, this is [principal's name], principal of [insert school name]. Maintaining student attendance and engagement are top priorities for us at [name of school]. We are calling to ask for your assistance in ensuring that your child attends school on a daily basis. These unprecedented times have changed the way we deliver instruction, however, we remain committed to providing a world-class education. We ask for your support and partnership to ensure your child attends school every day and stays engaged, so that they can succeed academically. Please call us at [insert phone number] if you have any questions or concerns.

Promote student engagement, on social media platforms by encouraging students to #ShowUpMDCPS and to get themselves to school using the hashtag #IGetMySelfietoSchool.

Plan an Open House to answer questions and showcase photos/videos of your school.

Advertise on your school marquee:





Use social media as a tool to highlight your school. Emphasize cleaning protocols and feature students/staff wearing masks/adhering to social distancing protocols while being actively engaged in learning. Use social media as your VOICE and remind families that learning is important.

Showcase the success of YOUR school even during these trying times by identifying activities at the school that cannot be replicated at home – home economics, a woodshop class, sports – and let students and families know that you Wish They Were Here... use the postcard template provided and insert an image of school activities, post onto official school social media accounts, and use the hashtag **#WishYouWereHereMDCPS**. Expand your reach by tagging @MDCPS on Twitter and @miamischools on Facebook and Instagram.

Postcard Template



Identify student leaders to serve as ambassadors to share the message that it's cool to be in school. Record short messages of them sharing a part of their school day and post on the school's official social media accounts. Have them snap a selfie of them learning and use the hashtag **#IGetMySelfietoSchool**.

SAMPLE SOCIAL MEDIA POSTS



Good school attendance helps reduce the adverse and disproportionate impacts of the **#COVID19** pandemic on students' academic progress. When possible, we encourage all students to **#ShowUpMDCPS**.



Did you know? Children who are excessively absent in kindergarten and first grade are less likely to read at grade level by third grade. We encourage students and families to reduce unnecessary absences and **#ShowUpMDCPS**.



Absences matter and we can help! Our school is ready to assist if you are facing barriers in getting your child to school. **#ShowUpMDCPS**



Make school attendance a priority. Establish routines for bedtime, waking up, and showing up. Don't let your child stay home unless he or she is truly sick. **#ShowUpMDCPS**



Keep track of your child's attendance, sign up for attendance email notifications and ask for help from your child's teacher, school officials, or community agencies if you are having trouble getting your child to school. **#ShowUpMDCPS**

