

## **BEST PRACTICES**

### **Conference Nights, Parent Information Nights, Middle School to High School Transition Nights**

**Rochester School District  
Rochester Middle School  
Will Maus, Principal**

We encouraged eligible kids and parents to sign-up for College Bound during conference nights. We opened the library for 8th grade conferences and then had a bank of computers and a staff member helping folks navigate the system. They almost had to fall over the computers on their way out the library door.

**Spokane School District  
Salk Middle School  
Karyn Kirkingburg, Principal Assistant**

At Salk Middle School, in Spokane, WA., we are sending a cover letter and an application to each student enrolled (approximately 740). We have also planned an Information Night where parents and guardians can ask questions as well as access our computers if families choose to apply on-line to the program. We are excited about the opportunity that the state has provided our families and want to promote the program in any way possible!

### **Reaching 9th Graders**

**Kennewick School District  
Southridge High School  
Jan Fraley, Counselor**

The Plan is:

1. Counselors will meet with eligible students (those on free and reduced lunches) to give them applications, have pep talks, discuss plans and dreams for the future, and talk about program requirements.
2. There will be a 9<sup>th</sup> grade assembly with an inspirational speaker to get all students thinking about post-high school plans and the relevance of current classes. College Bound will be discussed as one option. We plan to have media here and our district PR person will emphasize the College Bound opportunity.
3. We will follow up with a letter to all 9<sup>th</sup> grade parents, asking them to disregard the letter if it does not apply to them. The purpose is to reach those students who could qualify, but do not complete the forms for free and reduced lunch.
4. We have a bilingual student advocate in the federal projects department who will interact with both students and parents regarding College Bound.

We may develop other strategies to reach students but this is our current plan.

## Partnering

**Kennewick School District**  
**Park Middle School**  
**Leslie Kroum, Teacher**

Park 8<sup>th</sup> grade students attended a branch of WSU where they initially were introduced to the College Bound program. Since Park has a high number of students on free and reduced lunch, the likelihood of them going home and filling out an application on a computer was low.

I decided to promote the program at school by first going to every Language Arts classroom. Next, I collected the applications and kept track of those who signed up. I talked about the program at lunches and morning TV announcements.

On a scheduled day, I had the mayor, television stations and our local paper and a Hispanic paper cover our celebration. Only the students who had signed their papers and turned them in were invited to attend a send off of their applications.

At the celebration (complete with party hats and balloons), the mayor (who happens to be a graduate of our middle school) made a short and encouraging speech, the TV stations interviewed students for the evening news, and newspaper reporters interviewed students for a front page story in the next day's paper.

We went outside, and let the balloons fly with cheers for the college they hoped to attend in the future. Students also had their photo taken in the cap and gown of the High School they will graduate from! Prior to our promotion efforts, we only had 33 students who had signed up. We ended the year with 188!



## **Superintendent Involvement**

### **Puyallup School District Dr. Jay Reifel, Assistant Superintendent**

We started by sending home a copy of the College Bound Scholarship (CBS) brochure, both Spanish and English versions, with every 7th and 8th grade student in our district. Some schools mailed them and others sent them home with the students along with their progress reports.

Next, we worked with our Food Service staff to get home mailing labels for the parents of every 7th and 8th grade student who was receiving free or reduced lunch. We included a description of the program and an invitation in both English and Spanish to a CBS information and assistance night at one of our more centrally located junior high schools. We had the computer lab set up for parents and students, with the applications ready to go on each screen. It wasn't a large turnout but we secured several more applications. We had an interpreter from our ELL program present and he was able to assist at least two families whose primary language was something other than English.

As was the deadline approached, we had multiple PA or televised announcements at each junior high school, reminding students of the deadline and the tremendous opportunity this program presented. We also provided short clips for the school's newsletters, posted them on the district website and put information in our district's community-wide publication.

This fall we ordered the brochures again and in most cases, had principals distribute them at their Back to School Nights. One school went the extra mile to print and mail to each 7th and 8th grade student's family, a postcard they created to promote the CBS program. We have encouraged teachers and other staff members to promote until people are tired of hearing the message--then promote it some more.

We tell students, and believe it sincerely, that when they fill out the application as an eligible candidate that, "You've just won the Lotto!" Such a tremendous opportunity that they can't afford to pass up!

## **Incentives**

### **Federal Way School District Totem Middle School Christine Baker Principal and AVID District Director**

We tried everything to get the College Bound Scholarship forms turned in, but finally bribery worked. We told students if they took it home and filled it out, they would get a free dress day the last day of school. Almost every eligible 7th grader turned one in.

### **Tacoma School District Gault Middle School Rachel Mosel-Smith, Functional Facilitator**

After an appeal to the local colleges (PLU, UPS, TCC, and Pierce) for "gently used" college T-shirts, Gault Middle School held a college dance where the students wore their T-shirts. We also devoted a wall in the auditorium with pictures of all the students (in their college T-shirts ) who had taken the College Bound pledge.

## Individual Meetings

**Wahkiakum School District**  
**John C. Thomas Middle School**  
**Sam Kresge, Teacher**

With the support of Principal Theresa Libby, Sam Kresge signed up 99 percent of the eligible students. Mr. Kresge met with all students individually, signed them up online, highlighted the parts of the application the parents needed to complete and/or sign, and sent students home with pre-addressed (to the HECEB) stamped envelopes.

Mr. Kresge said, “It only took 10 – 12 minutes to complete the online application with each student. I asked students if they wanted to go to college and if they would like a scholarship to pay for college tuition. It didn’t take them long to realize what an opportunity College Bound is.”

## Community Sign-Up Events

Tacoma and Spokane each held large community sign-up events in late spring 2008. More than 1,000 families and students attended the Saturday morning event at Tacoma Community College and 1,200 came to the evening event at Rogers High School in Spokane. By pooling resources with local social service agencies, community colleges, and private foundations, the schools advertised effectively, procured refreshments and put together a first-rate program with motivational speakers including young alumni from area middle schools.

Check out [How to Create a Successful Districtwide Sign-up Event](#) for tips.

