



MY SCHOOL DC

Learn • Apply • Enroll

MySchoolDC.org

My School DC Outreach

My School DC Outreach Strategies

Multi-pronged outreach approach

Field Outreach

Partner Training

Advertising

MySchoolDC.org

Email / Text
Alerts

Social Media

New! EdFEST

Field Outreach

- **Field Team:** Field Director, Operations Manager, 3 Field Organizers (Wards 1-6, Ward 7, Ward 8), Canvassers (25+ including min of 4 bilingual)
- **Field Office:** 4025 Minnesota Ave NE
 - Open 7 days a week; walk-ins welcome
 - Designated office hours: Mondays / Thursdays: 5-8PM
- **Satellite Office:** CentroNia (1420 Columbia Rd NW)
 - Office hours: Mondays, Wednesdays, Thursdays (6:30-9:30PM)
- **Approach:**
 - Door-to-Door Canvassing informed by data model
 - “Learn and Apply” Events at partner sites (libraries, rec centers, DC General)
 - 70+ events scheduled
 - High visibility / high traffic events (e.g., metro stations, grocery stores)
 - Enroll chase
- **Hook:** Commit cards

Partner: 270 Strategies

Field Outreach: Commit Card

FRONT

<div><input type="checkbox"/> I commit to applying to the common lottery at MySchoolDC.org.</div> <div>DEADLINES GRADES 9–12: February 2 PK3–8: March 2</div>			 MY SCHOOL DC <small>Learn • Apply • Enroll</small> MySchoolDC.org
<hr/>			
FIRST NAME	LAST NAME		
<hr/>			
STREET ADDRESS	APT #	ZIP CODE	
<hr/>			
PHONE NUMBER	EMAIL		
<hr/>			
<div>My School DC Hotline: 202-888-6336 Email: info@MySchoolDC.org</div>			
<div>NOTE: THIS IS NOT AN APPLICATION. TO APPLY, VISIT MYSCHOOLDC.ORG.</div>			

BACK

NUMBER OF STUDENTS	AGES	RELATIONSHIP TO STUDENTS
<hr/>		
<input type="checkbox"/> I WOULD LIKE FOLLOW-UP ○ Door ○ Phone ○ In the office When: _____	PREFERRED LANGUAGE (Select One) ○ English ○ Spanish (Español) ○ Amharic (አማርኛ) ○ Vietnamese (Tiếng Việt) ○ French (Français) ○ Chinese (中文) ○ Other	
<input type="checkbox"/> I HAVE ACCESS TO A COMPUTER WITH INTERNET	<div>DEADLINES GRADES 9–12: February 2 PK3–8: March 2</div>	
<div>NOTES & QUESTIONS</div> <div><hr/><hr/><hr/><hr/><hr/><hr/><hr/><hr/><hr/><hr/></div>		
<input type="checkbox"/> I give permission to share my information with My School DC.		

Field Outreach: Door Hanger



Partner Training

- **Goal:** Identify and train service providers that serve families with school-aged children or children who are about to enter public school. Oftentimes results in parent workshops.
- **Examples of partners trained to date:**
 - The Community Partnership for the Prevention of Homelessness
 - CentroNia
 - AALEAD
 - Martha's Table
 - East River Family Strengthening Collaborative
 - Child and Family Services Agency / Children's Law Center
 - Department of Youth Rehabilitations Services
 - DC Public Libraries
 - Mayor's Offices on Latino Affairs, Asian and Pacific Islander Affairs, and African Affairs (staff and grantees)
 - Ward Education Councils

Advertising

- **Communications Objectives**

- Emphasize: (1) It's simple! (2) Round 1 deadlines (3) Research schools in advance → ranking matters!
- Drive traffic to My School DC Hotline + MySchoolDC.org
- Increase Round 1 applications; decrease Round 2 applications

- **Targets:** Citywide with an emphasis on Wards 1, 4, 7, 8

- **Strategy**

- Radio: WHUR (96.3FM), WPRS (104.1FM), WKYS (93.9FM), WMMJ (102.3FM), WPGC (95.5FM), EL ZOL (107.9FM), WUST (1120AM)
- Out-of-home: Bus shelters (20)
- Transit: Buses and Metro Trains (NEW!)
- Tabletops (NEW!): Tabletop displays at partner sites to encourage applications
- Digital: Facebook Ads

- **Duration:** January 5 through March 2

Partner: Campbell & Company

Advertising: Creative

WITH THIS DC LOTTERY, OUR CHILDREN WIN.

Apply now to DCPS and DC Public Charter Schools at [MySchoolDC.org](https://www.myschooldc.org).

DEADLINES: GRADES 9-12: FEBRUARY 2 | PK3-8: MARCH 2

Questions? Call 202-888-6336



**EN ESTA
LOTERÍA,
NUESTROS NIÑOS
SON LOS
GANADORES.**

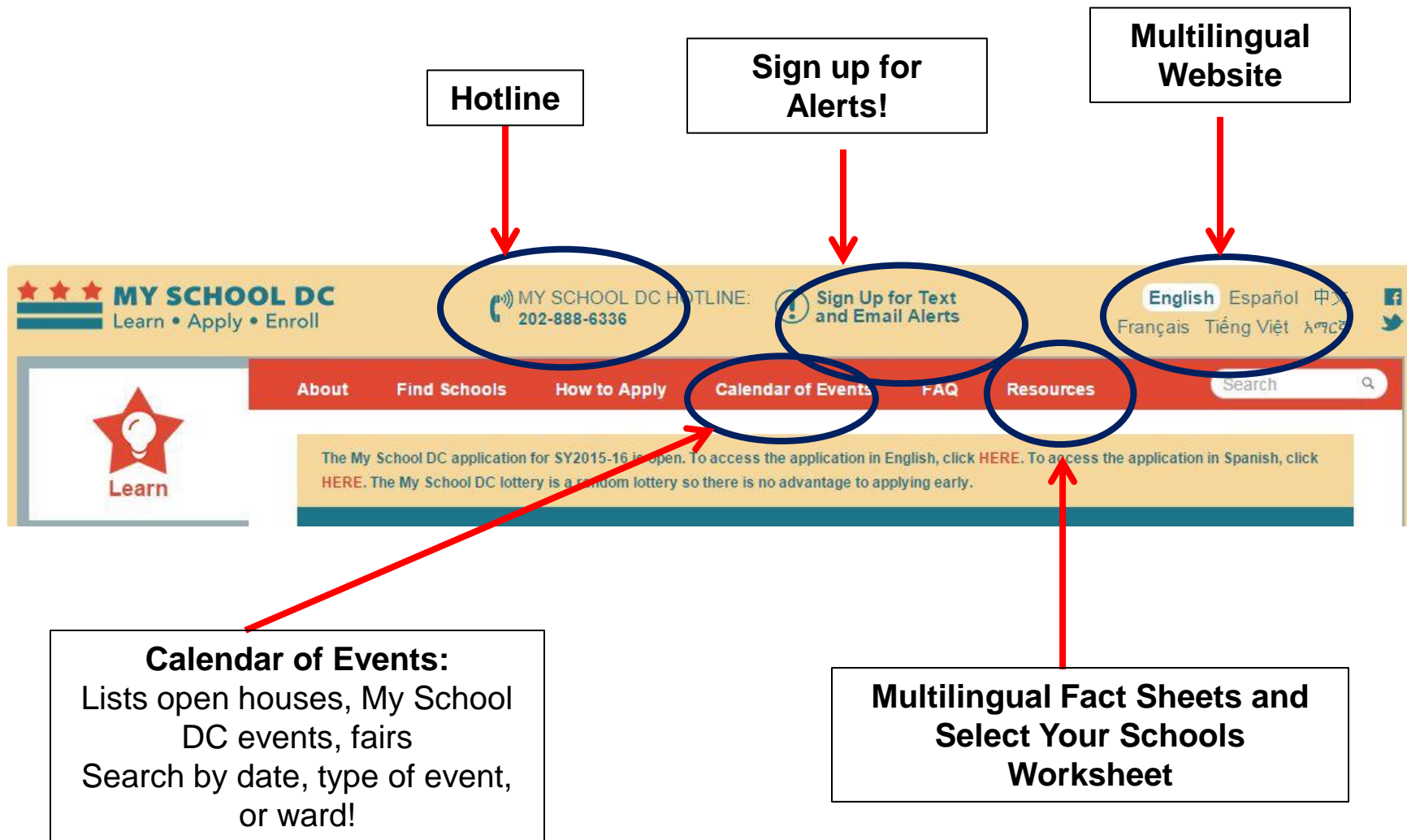
Solicite inscripción ahora en las escuelas de DCPS y las escuelas públicas independientes (charter) del Distrito de Columbia en [MySchoolDC.org](https://www.myschooldc.org).



FECHAS LÍMITE:
2 DE FEBRERO (9º al 12º grado) | 2 DE MARZO (PK3 al 8º grado)

¿Tiene alguna pregunta? Llame al 202-888-6336

MySchoolDC.org




Email / Text Alerts

Happy New Year! There's only 1 month until the Feb 2 app deadline for HS. Visit MySchoolDC.org to learn & apply. Msg&data rates may apply. To STOP reply STOP.

2600+ individuals signed up for text alerts

Also: Monthly Partner E-Bulletin (550+ individuals on list)

5200 individuals signed up for email alerts



MY SCHOOL DC
EdFEST 2014
MySchoolDC.org

SATURDAY, NOVEMBER 22
11 a.m. — 3 p.m.

DC ARMORY
2001 East Capitol St. SE

Happy EdFESTivus!

Dear My School DC Family,

EdFEST—the District's citywide public school fair—is **today!**

Don't miss this opportunity to explore the many public school options DC has to offer and find the best fit for your child.

EdFEST is free, fun and easily accessible! Travel by:

- **Metrorail:** Orange / Blue / Silver Lines to Stadium-Armory
- **Metrobus:** 96, 97, B2, D6, E32
- **Car:** Free parking onsite in Lot #3

We look forward to seeing you in a bit!

Social Media

Follow us on Twitter and Facebook!



**815 Twitter
Followers**



**569 Likes on
Facebook**

EdFEST

Take  to EdFEST.  Stadium-Armory (Orange/Blue/Silver lines)
B2, D6, E32, 96, 97

 **MY SCHOOL DC**
EdFEST 2014
MySchoolDC.org

**SATURDAY,
NOVEMBER 22, 2014**
11 a.m. – 3 p.m.
DC ARMORY
2001 East Capitol St. SE

Come to EdFEST, DC's only citywide school fair.
Explore more than 150 DCPS and public charter school
options (PK3–grade 12) for your child. **ADMISSION IS FREE.**

 @MySchoolDC  facebook.com/MySchoolDC

Find the school your child will call *My School*.

EdFEST kicked off the SY15-16 My School DC Lottery Process

- 182 school exhibitors
- 4500 attendees
- 96% of attendees surveyed onsite found the event helpful

Outreach Materials

LEA Google Site: <https://sites.google.com/site/commonenrollment/>

- **My School DC SY15-16 School Directories (English and Spanish)**
 - Directory Request Form:
https://docs.google.com/forms/d/117xyqmEdiw_66x4YQdYVBIqZD27zM9m_NT3p5wBQplo/viewform?c=0&w=1
- **My School DC Fact Sheets (all languages)**
 - Who Should Apply
 - How to Apply
 - Select Your School Worksheet
 - Common Lottery Checklist



**Also available at MySchoolDC.org in
“Resources” Section**