

2024 Recruitment

July 30, 2024



ARMS

- **Community Outreach**

- The What: Monthly opportunities for staff, students, and families to engage with our neighborhood communities
 - *Ex. Volunteering, softball, fix your bike day, local businesses, DCP family businesses, and Rocketship field trips. As many events to bring the community on campus.*
- The Why: Increases awareness, builds positive relationships with community

- **Parent Advocates**

- The What: Identify a core group of parent advocates and volunteers that can help increase family engagement and help spread positive messaging about DCP using an incentive program.
- The Why: Recruitment is mainly word-of-mouth, we want our parents as our ambassadors!

- **Social Media Lead**

- The What: Staff member in charge of monitoring our social media and increasing our social media presence - highlighting school culture, academics, sports, etc.
- The Why: Increases awareness and makes sure positive messaging about DCP is what families see!

- **Strategic Recruiting Events Participation**

- The What: Review current events calendar and identify the key events that have higher ROI, share calendar with all staff and encourage teacher attendance
- The Why: With limited personnel resources, we need to be strategic about how we invest people and time. By also advertising opportunities to all staff, we can increase our personnel bandwidth at these events

El Camino & El Primero

- **Community Outreach**

- The What: Monthly opportunities for staff, students, and families to engage with our neighborhood communities
 - *Ex. Trash clean up, Sacred Heart volunteering, Los Dichos reading program at Rocketship, Pop up Free Markets @ Alma, Flyering*
- The Why: Increases awareness, builds positive relationships with community

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