

Attachment A

2008-2010 Recruitment Process

Major Goal

By August of 2009, AISD will:

- Recruit a student population for New Vision Schools that is representative of the entire Austin community.
- Recruit a student population that equitably balanced between the New Vision Schools.
- Engage and inform the entire Austin community, business, community, and post-secondary partners in the process.

Key Strategies

New Vision will:

- Offer a unique, dynamic instructional program that is engaging and relevant for a broad spectrum of students
- Offer supports and interventions that are responsive to all student needs

AISD will focus recruitment for the New Vision on:

- Retaining the students who have chosen to stay at the current Johnston campus.
- Engaging students residing in the current Johnston attendance zone who have transferred to other AISD campuses
- Engaging students from other AISD attendance zones who will be passionate about and better served by the New Vision

New Vision recruitment will consist of:

- An organized public relations campaign
- Site visits
- Community forums

Action Plan

The following is a high-level action plan to be executed between June 2008 and August 2009:

| Timeframe | Activity |
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| Summer 2008 | <p>Announcement of instructional programs to be included in New Vision High School (<i>web, TV, mail, radio</i>):</p> <ul style="list-style-type: none"> • Details of program(s) • Key community and post-secondary partnerships • Open to whole district in 2009 • Recruitment process |
| | <p>Launch web based New Vision Progress site:</p> <ul style="list-style-type: none"> • Link e-mailed ("pushed) to every parent in SASI • Updated regularly with programmatic details, relevant background information, and engagement opportunities |
| | <p>Publish student survey analysis:</p> <ul style="list-style-type: none"> • Why students have transferred? • Exit survey feedback district-wide • How New Vision is responsive |
| | <p>Recruit parents & students district-wide for the following activities:</p> <ul style="list-style-type: none"> • Visits to similar schools who have implemented model • Brainstorm possible expansions and refinement |
| | <p>Mailout to students in other feeder patterns who might benefit from the intensive academic supports to be provided at the New Vision High School in the 2008-2009 school year</p> <ul style="list-style-type: none"> • Details of summer bridge programs • Lists of developmental courses • Dual-credit offering • Details of Personal Education Plan development process |
| Fall 2008 | <p>Parent & Student visits to similar schools who have implemented the model.</p> <ul style="list-style-type: none"> • Post-visit debriefs |

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| | <ul style="list-style-type: none"> • Reviews listed on New Vision Progress Blog |
| | <p>Push New Vision Progress e-mail updates to all adults listed in AISD database on a regular basis</p> <ul style="list-style-type: none"> • Virtual tours of new space • Update on expanding partnerships • Opportunities for involvement |
| | <p>Brown bag lunches with new principals updating community on New Vision Progress</p> |
| | <p>College & Career forums with post-secondary, business and community partners.</p> <ul style="list-style-type: none"> • How New Vision will be deeply connected/involved with significant work in the city and across the world. |
| | <p>Distribute New Vision brochures via student advisory/advocacy periods in high schools district-wide.</p> <ul style="list-style-type: none"> • Photos from physical plant redesign • Application process • Transportation logistics |
| | <p>Presentations at all AISD middle schools.</p> <ul style="list-style-type: none"> • 9th grade supports • Photos from physical plant redesign • Application process • Transportation logistics |
| | <p>Distribute applications for New Vision 2009 to every secondary student and household in AISD.</p> |
| <p style="text-align: center;">Spring 2009</p> | <p>Parent & Student visits to similar school s who have implemented the model.</p> <ul style="list-style-type: none"> • Post-visit debriefs • Reviews listed on New Vision Progress Blog |

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| | <p>Push New Vision Progress e-mail updates to all adults listed in SASI on a regular basis</p> <ul style="list-style-type: none"> • Virtual tours of new space • Update on expanding partnerships • Opportunities for involvement |
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| | <p>Distribute New Vision brochures via student advisory/advocacy periods in high schools district-wide.</p> <ul style="list-style-type: none"> • Photos from physical plant redesign • Application process • Transportation logistics |
| | <p>Presentations at all AISD middle schools.</p> <ul style="list-style-type: none"> • 9th grade supports • Photos from physical plant redesign • Application process • Transportation logistics |
| | <p>New Vision Committee screen applicants:</p> <ul style="list-style-type: none"> • Retain current student population • Recruit transfer students and students from other feeder patterns • Balance for geographic, gender, race, SpEd, GT and SES distribution |
| | <p>Students who are chosen for available New Vision spots are notified and schedule appointment to complete choice sheets for 2009-2010</p> |
| <p style="text-align: center;">Summ er 2009</p> | <p>New Vision Culture Summer Camp</p> <ul style="list-style-type: none"> • Team building |

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| | <ul style="list-style-type: none">• Group agreements• 2009-2010 Preview• Introduction to instructional models and innovative programming• Technology Orientation |
| | <p>Push New Vision Progress e-mail updates to all adults listed in SASI on a regular basis</p> <ul style="list-style-type: none">• Virtual tours of new space• Student blogs from New Vision Culture Summer Camp• Update on expanding partnerships• Opportunities for involvement |
| | <p>New Vision Tours</p> <ul style="list-style-type: none">• Evening events for parents and community members to meet faculty and become familiar with programming• Training on parent access to student progress• Meet student advisers |
| | <p>New Vision Ribbon Cutting Ceremony</p> <ul style="list-style-type: none">• All stakeholders bless the maiden voyage |