



OUTREACH
RECRUITMENT
CAMPAIGN

**AS WITH ANY PROGRAM AND PLAN, UNFORESEEN CIRCUMSTANCES
OR REARRANGEMENT OF PRIORITIES, MAY ALTER THE ESTIMATED LENGTH**

**WE PRESENT OUR TIMING ESTIMATES FOR DIRECTIONAL PURPOSES,
BASED ON THE DEVELOPMENT OF SIMILAR CAMPAIGNS.
GRAPHICKA IS NIMBLE AND ABLE TO ADJUST SERVICES
AND PROGRAM COMPONENTS THROUGHOUT THE CAMPAIGN.**

OBJECTIVES

- INFORM THE COMMUNITY ABOUT SSAES AND DUAL-LANGUAGE EDUCATION.
- EDUCATE THE COMMUNITY ABOUT OUR UNIQUE AND VALUABLE QUALITY DUAL LANGUAGE EDUCATION AND LEADERSHIP.
EMPHASIZE BENEFITS TO STUDENTS AND TO SOCIETY AS A WHOLE.

TARGET AUDIENCE

PARENTS BETWEEN 25-45 YEARS

(CHILDREN 4-7 YEARS)

DEMOGRAPHIC ENROLLMENT GROUP:

50% NATIVE ENGLISH SPEAKERS

50% NATIVE SPANISH SPEAKERS

OUTREACH STRATEGY

- TO KEEP THE MOMENTUM AND SUPPORT AIMED AT ENROLLMENT EFFORTS, WE RECOMMEND INCORPORATING AN OUTREACH CAMPAIGN. THIS OUTREACH CAMPAIGN WILL GIVE US ONE-ON-ONE INTERACTION WITH PARENTS WITHIN THE COMMUNITY AT VARIOUS LOCATIONS.
 - WITH THE HELP OF OUR COMMUNITY PARTNERS, AND THE RECRUITMENT OF TRUSTED AND INFLUENTIAL SURROGATES, OR NAVIGATORS IN OUR LOCAL COMMUNITIES, EXTENSIVE OUTREACH AND COMMUNITY PRESENCE WILL BE THE KEY COMPONENTS OF OUR CAMPAIGN. NAVIGATORS WILL BE ACTIVATED EVERY WEEKEND TO ENGAGE WITH OUR COMMUNITY PARTNERS AT LOCAL EVENTS.
 - THESE HIGH-TRAFFIC LOCATIONS WILL BE PICKED STRATEGICALLY WITHIN THE ZIP CODES OF INTEREST: 89101, 89104, AND 89106.
- NAVIGATORS WILL COMMUNICATE BASIC INFORMATION ABOUT THE SCHOOL TO STAFF MEMBERS FROM SSAES AND WILL OFFER SUPPORT.
- SOME OF THE TOPICS THAT WE WILL COMMUNICATE TO PARENTS INCLUDE: DUAL LANGUAGE, LEADERSHIP, QUALITY EDUCATION, DIVERSITY, AS WELL AS THE IMPORTANCE AND FUTURE ADVANTAGES OF SPEAKING AND WRITING IN BOTH LANGUAGES AT THE SAME TIME.
 - GRAPHICKA WILL HELP SECURE PARTNERS IN THE COMMUNITY TO ENHANCE SSAES AWARENESS AMONG OUR TARGET AUDIENCE.

LOCATIONS

1	Marianas #1	574 N Eastern Ave Las Vegas NV 89101
2	Marianas #2	3631 W Sahara Ave Las Vegas NV 89102
3	Marianas # 3	4151 S Eastern Las Vegas NV 89104
4	Marianas #4	2325 E Cheyenne Ave North Las Vegas nv 89030
5	Marianas #5	100 N Jones Blvd Las Vegas NV 89107
6	Marketon #1	840 N Decatur Blvd Las Vegas NV 89107
7	Marketon#2	755 N Nellis Blvd Las Vegas NV 89110
8	Marketon#4	3736 E Desert Inn Rd Las Vegas NV 89121
9	Marketon #6	2475 E Tropicana Blvd Las Vegas NV 89121
10	La Bonita #1	2672 N Las Vegas Blvd North Las Vegas NV 89030
11	La Favorita #2	1000 N Rancho Dr Las Vegas NV 89106

BUDGET

NAVIGATORS **\$3,200**
48 HRS PER MONTH

LOGISTICS **\$500**
LOCATIONS, REPORTS

TOTAL **\$3,700**
MONTHLY

**THANK
YOU!**



#BILINGUALAGENCY