

Parent Outreach for SES

How to spread the word and encourage SES participation in your LEA!

Section 1116 requires that LEAs with schools identified for improvement **spend** an amount equal to 20% of their Title I-A allocation, divided as follows:

- An amount equal to 5% for public school choice Transportation for students
- An amount equal to 5% for Supplemental Educational Services (SES)
- An amount equal to 10% for either or both, depending on demand

An LEA may use other federal, state and local funds to support either public school choice Transportation or Supplemental Educational Services instead of Title I-A funds.

NOTE: 1% of the total 20% may be used for parent outreach.

Minimum requirement for LEAs:

<https://www.ade.az.gov/asd/Title1/AccountabilityGrants/supportdocs/Tab4-7.pdf>

1. Include specific information in your parent notification letter (approved by your SI Specialist) and enclose the list of approved providers for your area. This letter should go out 14 days prior to the start of school **and** be posted on the school and LEA websites. Inform parents of the **provider fair** and **any other meetings** at which the providers will be able to share their information. Simply sending home a letter does not equal parent outreach!

2. SES Applications and the provider list must be readily available to school staff. All staffs are responsible for providing general information on SES but all staff are prohibited from endorsing a provider. Staff can help parents to make informed decisions by sharing information about their student's learning style and needs. For example, a teacher may suggest that a particular student works best in small groups or that the student needs one-to-one tutoring.

3. The LEA must provide evidence that the minimum requirements have been met AND evidence that at least *three* additional outreach activities were implemented *before* applying to amend any funds out of SES. Please email evidence of parent outreach activities to your Title I Specialist and to joan.miles@azed.gov.

Be sure to have an SES table at **other meetings and events like:**

- Back to School Night
- PT Conferences
- Title I Annual Meeting
- School and LEA Improvement Meetings
- PTA/PTO events

OR any other activity that attracts parents to school, including:

- Athletic Events
- Fundraisers
- Art Shows
- Theatrical and Musical Performances
- Parent classes

People to help spread the word:

- SES Coordinator
- School Principal
- Parent Involvement Liaison
- School Improvement Personnel
- Teachers and paraprofessionals
- Interventionists
- PD trainers and coaches
- Registrars
- Counselors
- PR Department
- Approved SES Providers (with the permission of the principal, see Canvassing Agreement for more Information)
- Special Populations Liaison, for example Migrant Advocate or Liaison

Organizations to partner:

- PIRC
- PTA/PTO
- Indian Ed and Tribal Organizations
- Clubs like the Boys and Girls Club and the YMCA
- Food Banks
- Professionals providing reduced fees for services like medical and dental services

Advertising for Events:

- Mailings and flyers sent home
- School Marquee
- School and LEA websites
- Dial-outs
- Phone calls and text messages
- PSAs
- School and local newspapers
- Announcing to staff and at staff meetings (Be prepared to train staff about SES)
- Announcing at events
- District/School websites

Additional outreach activities:

- 1) Include an SES application in free and reduced lunch applications and in enrollment packages.
- 2) Implement a system to track and evaluate parent outreach activities. For example, the SES application should be coded to correspond to each activity in order to measure the success of each attempt.
- 3) Use the 1% of the 20% to pay a stipend for personnel to work (parent outreach) at SES tables during events.
- 4) Direct mailings
 - LEAs *may* choose to supply providers with student directory information so that they can do direct mailings. In the mailing, the provider must include the LEA's SES application, list of approved providers with descriptions, and instructions to choose three. Please keep in mind that this method may give the appearance of the school/LEA's endorsement of one provider.
 - LEAs *may* choose to have the providers give the LEA stamped envelopes (with the contents listed above) and have the school put the mailing labels on them and mail them, instead of giving the names and addresses to providers. Use the 1% of the 20% to pay a stipend for personnel to address this task.
 - Providers may be engaged in canvassing activities which will result in SES Applications being mailed to the LEA. LEAs must accept and process mailed SES Applications and cannot require that SES Applications be hand-delivered. Please see the "Canvassing Agreement" for more details.
 - Providers are allowed to contact previous customers. In this case, the SES Application must still include three choices of providers. As always the SES Application must be returned to the school by the parent, not the provider.