1. Introduction to the **Problem** and **Target Audiences**.
   a. **Problem**: Lack of extracurricular/enrichment school programming in Monmouth/Roseville School District in elementary schools
      i. Removed BBBS, DARE, college involved programs
   b. **Specific Audience**
      i. **Parents/Guardian**
         1. **Characteristics**
            a. Some may be college educated, most work in blue collar, high school education
            b. Lots of single parents
            c. Younger
         2. **Attitude towards**
            a. Media-television, radio, flyers, posters
            b. Action of your goals- positive, “free babysitter,”
      ii. **School Board**
         1. **Characteristics**- upper middle class, business people, or worked previously in school district, children go through the school district, financial mindset, accessible from public standpoint, they are elected (connection between parents and the school board), Known everything that is going on the school
         2. **Attitudes towards**
            a. media-open to all
            b. action of your goals-probably open but can’t change the funding situation
      iii. **Teachers/Faculty**
         1. **Characteristics**- degree, college education, mixed age group, mixed backgrounds, majority female
         2. **Attitudes towards**
            a. media-use everything; twitter, facebook, etc
            b. action of your goals-positive as long as they don’t have to put extra effort in for no pay, they already have a lot of commitments
      iv. **College Students**
         1. **Characteristics**- poor, busy, overwhelmed, tired, 2 extremes: dedicated or lazy
         2. **Attitudes towards**
            a. Media-internet, more interactive, newer
            b. Action-willing to do community service for recognition, will put in minimal time
               i. Ed majors especially
      v. **Elementary Students**
         1. **Characteristics**- sports, interactive things, young, energetic, need an outlet for their energy, short attention span
         2. **Attitudes towards**
            a. Media- information they would get at school, internet
            b. Action-they would LOVE it, they don’t want to go home and be bored, latch key children
2. Plan Goals
   a. Increase the number of after school activities using college students and other community member volunteers
      i. School board won't have to finance
      ii. Teachers won't be overwhelmed
   b. Eliminate community take home table
      i. Reinstate sending information home
   c. Get the children interested
   d. Get the parents to approve
   e. Have bilingual programs/flyers/resources

3. Essential "Messages," Information, and Actions
   a. Messages
      i. Survey
         1. Parents
            a. What needs to be incorporated into after school programming
            b. Best time and day (before, after, lunch, recess)
            c. Different programs they would be able to help with
         2. Survey for students
            a. What type of activities interested in
            b. Best time and day
            c. What activities willing to help with for lower level students
               i. Ex. High school going to el. schools
      ii. Attend school board meetings
         1. Crucial for parents, students and faculty
         2. School board controls budget of the school
            a. Programs cut because of lack of fund
         3. Topic needs to be put back in on agenda
            a. Constant pressure will be put on the agenda faster
      iii. Community and business fliers
         1. Handed out by students
         2. Will any businesses be willing to put on programs or donate money
         3. Information about why programs were cut and benefits of having programs
      iv. Take home flyers
         1. Also be mailed home because sometimes kids won't take them home
         2. Information about the benefits of having after school programs
         3. Factual sheet
            a. About benefits and statistics of children in after school programming
         4. Parents become more aware
      v. College rally
         1. Encourage college students involved and run programs
         2. Have students and teachers speak about the benefits of it
            a. Especially in a school of need
b. Personal experiences

c. Free food (incentive)

b. Information

i. Inform the community about problem
   1. Problem: after school programs in the Monmouth-Roseville school
district have been removed from the schools. Therefore students
don’t have the opportunity to participate in other activities that
courage individuality, education, and social skills
   2. See above for ways to inform the community

ii. Create an action plan
   1. Identify the problem
   2. Gain support from parents, students, faculty, and community
      members
      a. Survey, flyers, school board meeting
   3. Host college rally
   4. Create system for after school programs as well as a list offered if
      we had funding
   5. Present to school board and gain support
   6. Implementation

iii. Setup interactive media
   1. Tech support from college students or computer company willing
to donate time
   2. Have parents give their cell numbers if they want text
      updates/reminders about events and rallies to encourage
      reinstatement of after school programs
   3. Ask get town’s approval to paint benches to raise awareness about
      lack of after school programs
      a. It will also serve as an after school programs because it can
         be painted by the students

iv. Contact media sources
   1. See setup interactive media
   2. Contact newspapers, newscasts
      a. Advertise when school board meetings are and the
         importance of after school programs

c. Actions

i. Volunteer and help with programs
   1. Have high school students knock on doors for help
   2. Dorm storm for volunteers at college
   3. College rally

ii. Gaining support from community
   1. Town hall meeting, business flyers

iii. Encourage parents to have their children participate in programs
   1. Send flyers home
   2. Reminder text messages

iv. Continuing pressuring school board to re-instate programs
   1. Attendance at town hall meetings
   2. Community outreach
   3. Media coverage

v. Maintain retention of students in programs
1. Changing programs-variety
   a. Set up a rotation
2. Make it at convenient times

4. Media Strategy
   a. Traditional media
      i. Fliers
      ii. Send ads to newspaper and local radio stations
      iii. Rallies/extravaganzas
      iv. Benefits
         1. Food and drink to raise money; local band, etc.
         v. Get action on minutes of school board meetings
   b. New interactive media
      i. Optional parent text message reminders
      ii. Community awareness projects
         1. Painting benches and cleaning up the park
         2. Double as an art project
         3. Business/people could sponsor it and have their name on it if they donate
      iii. Titanbook
         1. A facebook style website that would only be accessible for Monmouth-Roseville district students and parents who sign up for an account. There they can get reminders about school events, after school programs, sports games, exams, homework assignments/syllabus
         2. There will also be a Wiki on the website.
            a. Add and edit if their child or they participate in sometime
            b. Brainstorm/deliberate on new ideas
            c. MUST BE HIGHLY MONITORED

5. Problems or limits
   a. Lack of monetary funds
      i. Couldn’t get business support or the money to paint benches, etc
   b. Lack of volunteers
      i. No one to run the programs or attend town hall or school board meetings
   c. Not enough interest from students, low retention rates
      i. Students are essential to the program
   d. School board does not approve the programs
      i. We need them for the funds/approval
   e. Technological problems
      i. Parents don’t have computers or internet
      ii. We may not have the knowledge to create the media we want to use without extra help