Reinstating After School Programming in Monmouth-Roseville Elementary Schools

Makenzie Balagna, Kate Clarizio, Lindsey Lipp, Mary Scotillo, Sarah McLinden
Problem and Target Audiences

- **Problem**
- **Specific Audience**
  - Parents/Guardian
  - School Board
  - Teachers/Faculty
  - College Students
  - Elementary Students
Plan Goals

- Increase activities using college students and community members
- Eliminate community table
- Increase interest
- Parental approval
- Bilingual programs
Essential “Messages,” Information, and Actions

- **Messages**
  - Survey
  - Attend school board meetings
  - Community and business fliers
  - Take home fliers
  - College rally

- **Information**
  - Inform community
  - Create action plan
  - Setup interactive media
  - Contact media sources

- **Actions**
  - Volunteer and help with programs
  - Gain support from community
  - Encourage parents
  - Pressure school board
  - Maintain retention of students
Media Strategy

- Traditional Media
- New Interactive Media
  - Optional parent text message reminders
  - Community awareness projects
  - Titanbook
Problems or Limits

- Lack of funds
- Lack of volunteers
- Lack of interest
- School board disapproval
- Technological challenges