

XYZ Charter School: OPEN HOUSE - (Date)

EVENT NAME	Family Night
DATE(s)/ TIME	Wednesday, March 9, 201X <i>(note: if same information is true for multiple dates, list all dates)</i> 6:00 – 7:30 PM
LOCATION	P.S. XX/ Elementary School XX
EVENT OWNER	Head of School
PURPOSE/ GOALS	<ul style="list-style-type: none"> • Increase number of applications overall and for ELL in particular • Increase awareness of school, and how it is different from other schools • Give families/students a good feeling about the school • Ensure families are clear about how to apply to the school, all rules and all deadlines
HOW MEASURE SUCCESS	<ul style="list-style-type: none"> • Attendance number • Number of applications submitted (that day, over time for attendees) • General feel in the room
ATTENDEES – School	Head of School Principal Director of Operations Board member X
ATTENDEES - Other	Caregivers Students Feeder school personnel
CHILDCARE	<ul style="list-style-type: none"> • Yes – 2 volunteers, in separate room
TRANSLATORS?	<ul style="list-style-type: none"> • Spanish (Ms. Name), Mandarin (Mr. Name)
HIGH LEVEL AGENDA	<ul style="list-style-type: none"> • Introduction • Overview of School – Mission, Culture • Explain application process and rules • Explain lottery and admissions process • Answer expected FAQ • Q&A • Closing
EQUIPMENT AND MATERIALS (source)	<ul style="list-style-type: none"> • Laptop (Head of school) • Projector (Dir of Ops - DOO) • Extension cord (DOO) • Back up Extension cord (DOO) • Presentation file (HOS) • Microphone (DOO) • Clip board (Principal) • Copies of application - all languages (Principal) • Marketing materials/brochures (Principal) • Welcome sign, arrow signs, if needed (DOO) • Pens (DOO) • Name tags – school, families; and markers to write names (DOO) • Note paper to give out (DOO) • Water and cups, napkins (OM)
FUNDING	\$75 for space \$25 for water, cups, pens, paper napkins
Venue Contact Person and Contact Information	Mr. Jimez, 718.445.5443, JJimez@venue.com

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AGENDA

TIME	ACTIVITY	LEAD	MATERIALS/ EQUIPMENT	COMMENT
5:00 – 5:45	Set up computer, projector, projection screen Test all equipment Display marketing material and applications Lay out name tags, pens, note paper Place sign in sheet Put up welcome sign	(initials)	(All listed above)	
5:45 – 6:00pm	Welcome families, answer questions Ice Breaker (<i>ask 3 trivia questions related to the school, etc</i>)	Head of School		
6:00 – 6:20	<ul style="list-style-type: none"> • Welcome • Introduce school attendees • Overview of school <ul style="list-style-type: none"> - History - Mission - Culture - Grades accepting, at full capacity - Location - How different from other schools 	Principal		
6:20 – 6:30	Review Application process and application detail	XYZ		Take Q&A
6:30 – 6:45	Review Lottery and Admissions processes	XYZ		Take Q&A
6:45 – 7:00	Review website (on screen) to show where to find information	XYZ		
7:00- 7:25	Q&A	Head of School		
7:25 – 7:30	Closing	HOS		
7:30 – 8:00	Mingling, Clean up	All		

KEY TALKING POINTS

- Application deadline
- How prefer applications to be submitted (electronic – tonight)
- How different from other schools
- ELL program strengths
- How to get in touch if they have questions

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EVENT PROJECT PLAN *(as needed)*

#	Action	Due Date	Owner	Comment
	Preparation			
	Confirm space (2 rooms, one for childcare)			Ensure has projector and screen
	Marketing to local day care centers			
	Advertize in local Spanish and Chinese newspapers			
	Assign responsibility for equipment			
	Write talking points			
	Meeting to do run through #1			
	Make copies of applications			
	Ensure laptops have applications in all languages			
	Ensure mobile wifi works in location for all laptops			
	Create welcome sign for outside of building and event room			If necessary, create 'arrow' signs to lead to room
	Decide what will be handed out about the school (brochure, application, other)			
	Make copies of all docs need			
	Day before – test all electricals			
	Follow Up			
	Send thank you email			Attach application?