**Superintendent Parent Forum**

**Event Plan**





**TIME DURATION: 8-6 weeks**

**Phase 1 – CONTENT CREATION – WEEK 8 & 6 (before the Forum)**

* Creation of Agenda (public or general agenda – see doc attached)
* Creation of Staff Agenda which include minutes (see doc attached)
* Schedule meeting with content experts to develop agenda – as needed
* Developing material to be presented during event
  + **WEEK 4 & 3**
* If you are going to have table activities, create a table facilitator guide (see doc attached)
* Creation of blank Sign-in sheets (see doc attached)
* Determine the number of volunteers needed and tasks to be assigned (see doc attached)
* Request volunteers via email, phone, etc. (See doc attached)

**Phase 2 – MESSAGE AND REGISTRATION – WEEK 4 & 3**

* Creation of Flyer (see doc attached)
* Translation of Flyer
* Gather list of parents
* Gather list of schools’ authorities
* Gather list of schools’ contacts – people who will help you to promote the event
* Gather list of community partners
* Gather list of local broadcasting media
* Gather list of schools and online community calendars
* Gather list of volunteers whom will assist you in promoting the forum (create a page specifying roles and responsibilities – see doc attach)
* Create a google form to register attendees – the link to this form should be included in the District Website, email invitations, and text messages for parents to register (follow this link to see our registration form: **http://goo.gl/forms/LtIIfxnkBq**

**Phase 3 – COMMUNICATIONS (District Level) – Week 4, 3 & 2 before the Forum**

Highly advisable – Get a letter from Superintendent asking principals to support the Forum by disseminating information regarding the event at their respective schools

* Include Flyer in District Website – Announce the event
* Post event on District Social Media Outlets – Facebook, Twitter, etc.
* Post event in schools Newsletters and/or school websites/social media
* Send emails to participants/parents
* Send flyer to parents via regular mail
* Send emails to schools’ authorities and contacts to promote the event
* Ask school’s contact to post event flyer on the school’s bulletin boards and social media outlets
* Use the District Robo-call system to announce the event
* Use the text messaging system to promote the event
* Add event on schools’ calendars
* Add event on online community calendars
* Make personal phone calls to parents to invite them to attend

***(External Communications)***

* Send flyer to community organizations who can help you disseminate information regarding the event
* Ask community partners to promote the event using their social media outlets
* Contact council members by phone to ask for their collaboration in promoting the event via their social media outlets or newsletters – Send information to those who accepted
* Send information about the event as press releases or public service announcements to local media: newspapers, radios, TV stations.

**Phase 4 – LOGISTICS – Week 2 & 1 before the Forum**

* Order Supplies: paper, pencils, any material that may be used at the forum
* Order the audio visual system: projectors, screens, microphone, etc.
* Make copies of the material – have it in different languages
* Order food based on potential number of attendees
* Order interpretation services as needed
* Arrange babysitting for parents with children
* Book location – number of tables, chairs, table cloths, etc.
* Decoration: banners, pictures, flowers, ornaments, etc.
* Decide lay out of the event – select registration area, and other areas as needed
* Send email to volunteers specifying roles and responsibilities

**Phase 5 – AT THE FORUM**

* Registration area – have the blank sign-in sheets ready for people who did not RSVP. In addition, have a printout list with the RSVP attendees obtained from the google form or any other source you’ve used.
* registration form for childcare – parent need to sign when leaving their children
* Have list of volunteers with roles and responsibilities

**Phase 6 – AFTER THE FORUM**

* Compile list of attendees
* Call for the debrief meeting to discuss what can be improved for next time.
* Prepare budget and analyze costs

***Then, start all over again…***