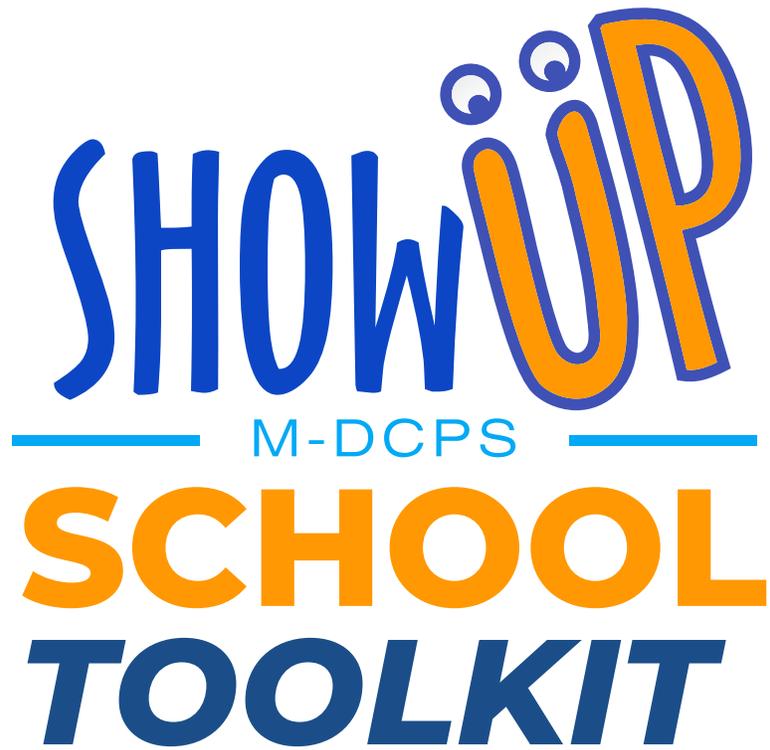




# SHOWiUP

M-DCPS

Whether **learning in-person**  
or **online**, it is important to  
**#ShowUpMDCPS**



**SHOWiUP**  
M-DCPS  
**SCHOOL  
TOOLKIT**

**In an effort to increase recruitment and enrollment, boost student attendance and engagement, and support school marketing efforts, the Office of Communications is providing schools a comprehensive toolkit that outlines various strategies.**

# RECRUITMENT AND ENROLLMENT



Train front office staff to ensure they are equipped to answer questions stakeholders may have regarding revised protocols in the wake of the COVID-19 pandemic. Topics may include:

✓ School enrollment and registration procedures

✓ Attendance protocols and delivery models, including switching between learning models

✓ Health and safety protocols

Identify and communicate the safety measures in place at your school to help prevent the spread of COVID-19. These include:

✓ Social distancing

✓ Cleaning and sanitization

✓ Facial coverings and hand hygiene

✓ In-school contact tracing/investigation

Advertise on your school marquee:

**WE WANT YOU IN OUR SCHOOL**

**ENROLL**

**TODAY!**

**SPACE IS AVAILABLE**

**IN OUR SCHOOL**

**ENROLL TODAY!**

**REGISTER**

**TODAY**

**#SHOWUPMDCPS**

Ensure your school's website is up-to-date with enrollment and registration information, attendance policy information, contact phone numbers, etc.

Use the new Dadeschools website interface to market your school, upload a welcome video message from the principal, and include images of students learning and engaged.

Enlist the PTA and Community Liaisons to help promote your school.

Engage your Dade Partners and other Community-Based Organizations to support outreach efforts.

Offer physical or virtual tours to prospective families.

Develop marketing video highlighting your school and post it on your website and social media platforms.



Based on current student achievement data, identify students with poor attendance or low engagement.

Contact families via phone to advise them their child has been identified due to poor attendance. Discuss with families the barriers they may be facing as it relates to attending school, whether in-person or online.

Emphasize to families the importance of attending school by highlighting key facts about attendance to encourage students to show up. For students enrolled in MSO, be sure to showcase the importance of ensuring their children sign-on and remain engaged throughout their online school day. Share the effects of excessive absenteeism and its link to poor academic achievement.

If space permits and if it is an option based on current conditions, recommend a return to physical schooling.

Whether recommending a return to in-person learning, or if the child identified is already enrolled in the Schoolhouse option, communicate to families the importance and benefit provided by this model, including, but not limited to:

- ▶ Children learn best by attending in-person school. In-person learning may be more engaging for some students and helps them become more successful.
- ▶ Development of social and emotional skills. Teachers provide a well-rounded education and support the whole child. Socialization and building individual connections are critical to every child's growth and success in school. In-person learning allows teachers to respond to students' emotional needs, as well as academic and non-academic concerns.
- ▶ Access to support services (mental health, nutrition, specialized support).

# ATTENDANCE AND ENGAGEMENT



Send an automated message via SchoolMessenger:

## My School Online Option

Hello, this is **[principal's name]**, principal of **[insert school name]**. Maintaining student attendance and engagement are top priorities for us at **[name of school]**. We are calling to ask for your assistance in ensuring that your child logs in and remains connected and engaged throughout the day on My School Online. These unprecedented times have changed the way we deliver instruction. We ask for your support and partnership to make sure your child attends school every day and stays engaged, so that they can succeed academically. Please call us at **[insert phone number]** if you have any questions or concerns.

## SchoolHouse Option

Hello, this is **[principal's name]**, principal of **[insert school name]**. Maintaining student attendance and engagement are top priorities for us at **[name of school]**. We are calling to ask for your assistance in ensuring that your child attends school on a daily basis. These unprecedented times have changed the way we deliver instruction, however, we remain committed to providing a world-class education. We ask for your support and partnership to ensure your child attends school every day and stays engaged, so that they can succeed academically. Please call us at **[insert phone number]** if you have any questions or concerns.

Promote student engagement, whether in-person or online, on social media platforms by encouraging students to **#ShowUpMDCPS** and to get themselves to school using the hashtag **#IGetMySelfietoSchool**.

Plan a virtual Open House to answer questions and showcase photos/videos of your school.

Advertise on your school marquee:

**ATTENDANCE  
MATTERS!**

**#SHOWUPMDCPS**

**WE WANT YOU  
LEARNING!**

**#SHOWUPMDCPS**



Use social media as a tool to highlight your school. For the schoolhouse model, emphasize cleaning protocols and feature students/staff wearing masks/adhering to social distancing protocols while being actively engaged in learning. For MSO, highlight activities or lessons that students in MSO are participating in while learning from home. Use social media as your VOICE and remind families that learning is important and is happening, both in our buildings and at home.

Showcase the success of YOUR school even during these trying times by identifying activities at the school that cannot be replicated at home – home economics, a woodshop class, sports – and let students and families know that you Wish They Were Here... use the postcard template provided and insert an image of school activities, post onto official school social media accounts, and use the hashtag **#WishYouWereHereMDCPS**. Expand your reach by tagging @MDCPS on Twitter and @miamischools on Facebook and Instagram.

## Postcard Template



Identify student leaders to serve as ambassadors to share the message that it's cool to be in school. Record short messages of them sharing a part of their school day and post on the school's official social media accounts. Have them snap a selfie of them learning and use the hashtag **#IGetMySelfietoSchool**.

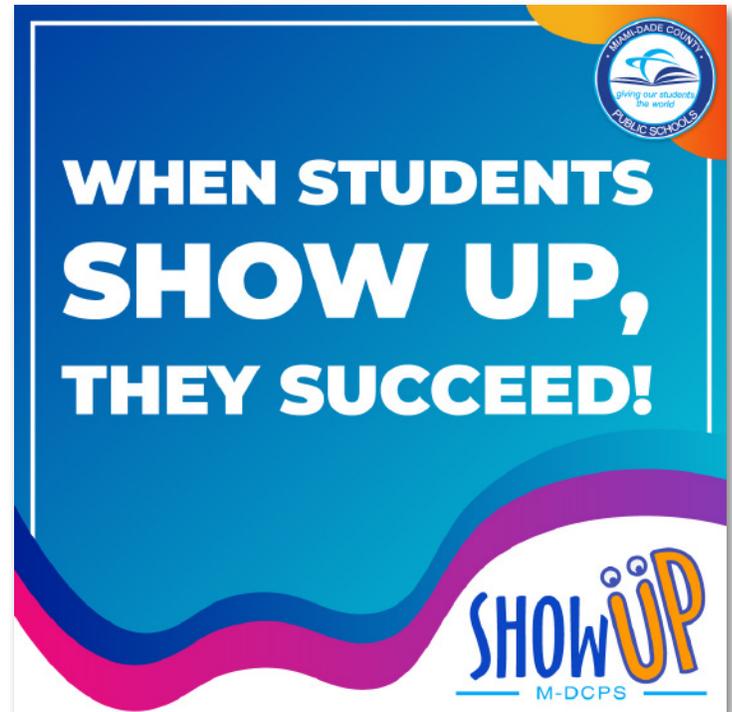
# SAMPLE SOCIAL MEDIA POSTS



Absences add up! Loss of instructional time can be detrimental to student achievement. Whether in-person or online, it is important to [#ShowUpMDCPS](#)



Did you know? Children who are excessively absent in kindergarten and first grade are less likely to read at grade level by third grade. Whether in-person or online, it is important to [#ShowUpMDCPS](#)



Missing three or more days of school a month, regardless of whether excused or unexcused, affects graduation rates and the chances for college success. Whether in-person or online, it is important to [#ShowUpMDCPS](#)



Make school attendance a priority. Establish routines for bedtime, waking up, and showing up. Don't let your child stay home unless he or she is truly sick. [#ShowUpMDCPS](#)



Keep track of your child's attendance, sign up for attendance email notifications and ask for help from your child's teacher, school officials, or community agencies if you are having trouble getting your child to school. [#ShowUpMDCPS](#)