
[princi_elem] [principals] School Choice 2015: Important Changes, Key Dates, & Promotion

From : Kerry Delf <delf_k@4j.lane.edu>

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Subject : [princi_elem] [principals] School Choice 2015: Important Changes, Key Dates, & Promotion

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Cc : Lisa Hollingsworth <hollingsworth_l@4j.lane.edu>

Principals and secretaries,

The school choice season will be upon us when we return from winter break. Here's a brief overview of what is coming up. Watch for further details to come in January.

IMPORTANT CHANGE:

- **School Showcase for Elementaries Only:** The school choice expo we've held each January for the past few years will now be for elementary schools only, rather than for schools of all levels. There is a great deal of school choice activity at the elementary level and less at the secondary level. We've found in past years that relatively few middle and high school parents attended the School Showcase. This year secondary schools will not participate in the showcase but will continue to offer school visits and tours during the school choice visitation weeks. *Elementary school principals, please save the date—Saturday, January 24!*

ADVERTISING AND PROMOTION:

Schools may not promote themselves outside of their neighborhood attendance boundary or place paid advertisements of their own. The district office will promote school choice information for *all* schools, including through news media, newspaper advertisements, online advertisements, counter cards, district website, social media, and parent communications support (sample articles will be provided for you to share).

KEY DATES:

Application Period:

- School Choice: In-district transfer applications: Monday, January 5, to Friday, February 27 at 5 p.m.
- Open Enrollment: Out-of-district transfer applications: Monday, March 2, to Wednesday, April 1 at 5 p.m.

Elementary School Showcase:

- Saturday, January 24, 9 a.m.–12 p.m., 4J Education Center. *Spanish interpretation will be available.* This is a one-stop information fair for parents considering their elementary school options. Each elementary school has a table staffed by the principal and one or two other knowledgeable, personable representatives, ready to talk with parents about their wonderful, unique school. Consistent with the way we handle all school choice activities in 4J, this event is *informative, not competitive*.

School Visitation Weeks:

- Jan. 26–29 and Feb. 23–27

Note: Our longstanding agreement in 4J is that all schools offer parents the opportunity to visit and tour their schools, and hold these events **only** during two specified weeks during the school choice season. (Transition events to orient 5th and 8th graders from your neighborhood feeder schools may be held at other times.) Many schools offer tours and parent meetings both during the day and in the evening, to make school choice more accessible to working parents. It's ideal to coordinate with other schools in your area to avoid conflicts if you can. *If you have not yet responded to the email requesting your visitation activity schedule, please do so as soon as possible.*

School Choice Information Meetings:

Informational meetings about school choice, held at the 4J Education Center. *Spanish interpretation will be available.*

- Thursday, January 22, 7 p.m.
- Saturday, January 24 (part of the School Showcase)
- Thursday, February 19, 7 p.m.

If you have any questions, please email or call me at x7733 or Katie McRae at x7737.

Have a terrific winter break, and watch for more about school choice when you return!

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Kerry Delf

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