



Jones Futures Academy
The Academy of Health Science and Architecture & Construction Technology

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"Empowering the leaders of today, shaping the leaders of tomorrow"

Recruitment Plan 2021-2022

School Name: Jones Futures Academy

2021-2022 Implementation Summary:

1. In 2021-22, we will hold a successful Community Outreach Day. Approximately 2 volunteers will canvas the South End, our target neighborhood; we will use the HISD mail center to send mailers to families of rising eighth graders and Freshman students; we will conduct information sessions at local community establishments: (YMCA, Covenant House, Homeless Shelter Reed Rd); and we will advertise on Twitter, local news, media and radio outlets. This extensive grassroots community outreach will help us to serve an at-risk student demographic. Our student outreach materials explicitly will state that the school serves all students, including those with IEPs and 504s, and all materials were printed in English and Spanish.
2. We believe our October Snapshot data will meet the comparison index or the gap narrowing targets of 25 P-Tech students.

General recruitment activities intended to reach all students.

General Recruitment Activities for 20-2020:

(Church outreach, Media outreach, Radio outreach) Activity 1: Community Outreach Events. Prior to the lottery, we will gather faculty, staff, parents, and volunteers to knock on doors in the South End of Sunnyside and adjacent neighborhoods. The goal of this event is to knock on the door of as many families as possible to share information and answer questions about our program. In all our community outreach, we will have Spanish-speaking staff, board members, and volunteers present so that we can communicate with the many native Spanish speakers who live in the South End. Additionally, all promotional materials will explicitly state that the school serves all students, including those with IEPs and 504s and be printed in English and Spanish.

Activity 2: Mailings. Prior to the lottery, we will send out flyers in English, Spanish and other prevalent languages in the district to all parents of district public school students who are in the zip codes for each neighboring middle school. Depending on the number of openings we anticipate in grades 9-10, we will also send out mailings to the families of students entering those grades. These mailers will be clear and easy to understand. They will explicitly indicate that the school is welcoming of all students, including those who have learning disabilities, language barriers, and/or have struggled in traditional school environments, and they will be printed in English and Spanish.

Activity 3: Middle-School Outreach. Before the annual application deadline, we will invite local middle-schools to tour Jones Futures Academy to better understand the program we offer. We will also visit local Middle Schools to host information sessions with the families of the students that have

accepted enrollment. We have found that establishing relationships with Middle Schools & their staff— who families trust – is a powerful way to conduct outreach to families.

Activity 4: Information Sessions. We will host several information sessions prior to the application deadline to ensure that families have an opportunity to visit the school and ask questions of school leadership. These information sessions will be advertised on the school’s website, in the school’s office, and in local media.

Activity 5: Family-to-Family Outreach. We will ask current families to distribute school specific info to friends, colleagues, and neighbors. We have found that our families are eager to get the word out to other families, and that this is an effective way to build awareness of, and interest in, the school in our early years.

Recruitment Plan – 2021-2022 Strategies List strategies for recruitment activities for <u>each</u> demographic group.	
Special education students	
	<p style="text-align: center;">(b) Continued 2021-2022 Strategies</p> <ul style="list-style-type: none"> • In all recruitment materials, we will explicitly state that we serve all students who are interested in HVAC certifications & Dual Credit. • We will recruit at Local magnet programs, such as Attucks, which serve students with CTE interests. We will meet community partners to make them aware of our capacity and programs for serving students with our leading industry certification needs. • We will meet with non-magnet programs that serve non-magnet students such as Thomas MS, Hartman MS, Cullen MS & IL Texas Charter School, Varnett Charter School, Young Women’s College Prep & Navarro MS to make them aware of our capacity to serve students with disabilities.
Limited English-proficient students/English learners	
	<p style="text-align: center;">(b) Continued 2021-2022 Strategies</p> <ul style="list-style-type: none"> • All promotional materials and applications will be printed in Spanish. • Spanish-speaking members of the school staff and parent community will participate at all community outreach events and information sessions to ensure that native Spanish speakers can fully understand our program and application process.
	<p style="text-align: center;">(c) 2021-2022 Additional Strategy(ies), if needed</p> <ul style="list-style-type: none"> • We will place advertisements in Spanish-language newspapers such as <i>Channel 45</i>, given the large Spanish-speaking population in Sunnyside. • We will attend and distribute materials at organizations throughout the city that provide adult ESL classes at the Houston Public Library and at YMCA community centers that serve non-English speaking families. • We made a contact at the Texas YMCA Community Center and plan to attend and present at 4 events that cater to families with a first language other than English.

Students eligible for free or reduced lunch (Low Income/Economically Disadvantaged)

	<p style="text-align: center;">(b) Continued 2021-2022 Strategies</p> <ul style="list-style-type: none"> • We will disseminate application materials and, whenever possible, host information sessions at locations and organizations serving HISD’s most needy families: Sunnyside WIC and DTA centers; various Head Start locations; and the offices of the Department of Children and Families. • We will meet one-on-one with leaders at the above organizations to ensure that they are fully aware of our school programs and can share information with their clients and/or members in an informed manner.
<p><u>Students who are sub-proficient</u></p>	<p style="text-align: center;">(d) Continued 2021-2022 Strategies</p> <ul style="list-style-type: none"> • In all recruitment materials, we will explicit state that our school is open to all students regardless of prior academic performance. Additionally, we will be explicit about how our programmatic elements (e.g., 1-on1- Teaching in all classes, and certification offered, District support if children fall behind) are beneficial to students who have struggled academically and/or may need more intensive support. <p style="text-align: center;">2021-2022 Additional Strategy(ies), if needed</p> <ul style="list-style-type: none"> • We will collaborate with district leadership so that they are aware that a central element of our mission is recruiting and serving students who may need more intensive academic supports than they are receiving and can encourage the families of such students to apply(HISD Magnet Office).
<p><u>Other subgroups of students who should be targeted to eliminate the achievement gap</u></p>	<p style="text-align: center;">(g) continued 2021-2022 Strategies</p> <ul style="list-style-type: none"> • We will continue to build relationships with churches, Middle Schools & community centers to ensure that families are aware of the option that our school provides. <p style="text-align: center;">2021-2022 Additional Strategy(ies), if needed</p> <ul style="list-style-type: none"> • We will work to recruit at risk students to increase our outreach.

