



Superintendent’s Proposal to Eliminate Busing for Desegregation in the Wichita Public Schools

Parent Contact Strategy / Timeline

Jan. 25, 1 to 3 p.m., ISC	<p>Caller training</p> <ul style="list-style-type: none"> We will train counselors and parent involvement specialists who will actually be making the calls Will assign kids/households to individuals, give them customized calling sheet for each
Jan. 28	<p>BOE meeting</p> <ul style="list-style-type: none"> Anticipate vote to change the busing plan
Jan. 29	<p>Mail packet (cover letter, parent guide, notice that they will receive a call) to all parents who will be contacted</p> <ul style="list-style-type: none"> Those most directly impacted – 1,570 AfAm parents in the AAA and 500 Caucasian busing lottery/volunteers at Mueller and Adams
Feb. 4 to 22	<p>Phone calls</p> <ul style="list-style-type: none"> Will inform them of options and decision-making timeline, then encourage their attendance at Choices Fair
Feb. 25	<p>ParentLink reminder call re/Choices Fair</p>
Feb. 26	<p>Choices Fair</p> <ul style="list-style-type: none"> Be prepared to have intent to return form available for every “most directly impacted” family so that we are prepared to answer their questions at Choices Fair, distribute the form if they attend Intent to return form deadline will be same as magnet apps – March 26
Feb. 27	<p>Intent to return form mailed to every family who does not attend Choices Fair and pick theirs up</p>
Feb. 27 to March 26 (at 4:45 p.m.)	<p>Encourage magnet applications</p> <ul style="list-style-type: none"> Will collect “intent to return” information from impacted schools, allows us to use feedback that many schools are already collecting Determine who from our target list have responded to this form of contact Those whom are not involved in this “intent to return” process will be contacted for a second time (mail, then personal calls, then home visits if necessary)
March 27 to April 25	<p>Evaluate whom we’ve not heard from/talked to, determine next round of contacts and appropriate strategy</p>
April 21	<p>Magnet lottery letters mailed out</p>
April 28 to May 15	<p>Potential final round of contact</p> <ul style="list-style-type: none"> Will evaluate all information gathered to this point to determine whom we still haven’t heard from yet. If they haven’t returned “intent to return” form or been accepted to a magnet school, contact will frame follow up in terms of remaining options