



School Site Council (SSC) Parent Membership Recruitment & Outreach Tips

SSC is open to all parents. It is recommended that parents on the SSC represent the LCAP-OUSD student target group demographic population on your campus. ***

How do I recruit parents/students to represent the LCAP-OUSD target student populations at my school?

SSC "Establishment Meeting" Recruitment & Outreach:

- Determine what LCAP-OUSD target groups need to be represented on your team based on your demographics, and BSC Data (SRI, CELT, LTELs, chronic absence, suspension, graduation, A-G etc):
 - English Learners, Foster Youth, Economic Hardship, Students with Disability, Latino, African American
- Secure support from community partner/service provider or designated staff (outreach assistant, family liaison, parent volunteer coordinator, community school manager) to lead recruitment and outreach effort to your target families
 - Ask current parent volunteers to serve and/or to help recruit other parents
 - Secure childcare, translation
- Develop recruitment materials to move parents to participate:
 - "Did you know" flyers on most moving data point:
 - "Parents: Did you know that x of x students _____. What can you do to change this? Join SSC" (see attached flyer)
 - Posters to promote "establishment meeting & SSC election" with sign-up sheet
 - Distribute SSC Membership Role Description (attached)
- Secure strong parent participation at "establishment meeting" to ensure members are elected by diverse parents
 - Robo calls
 - Parent volunteers phone bank parents (makes greater impact than robo call)
- Ensure that all communication and materials are translated to primary home languages

On-going Outreach & Recruitment:

- Hold events celebrating the schools diversity to welcome parents into the school
 - Use these as opportunities to inform and motivate parents to join SSC
- Hold parental recognitions and celebrations, these often motivate other parents to be involved
- Hold small focus groups with parents of the LCAP-OUSD target groups

***LCAP-OUSD target student groups are English Learners, Foster Youth, Students with Economic Hardship, Students with Disability, Latino, and African American.