

21CCLC Communications BCSD PIECES

Outreach strategy	Frequency	Method	Target Audience and Proposed Impact	Notes
Flyers with QR Code to video links	Annually	Hard copy flyer with QR Code to program enrollment and video posted in every building, every site bulletin board, and handed out in person to families Electronic version emailed to previous year parents, BCSD staff, and by each building secretary.	BCSD staff, parents in the District, and volunteers in the school day buildings 5,000	Annual flyer is created with a QR Code that sends the user to a video of the program and enrollment link to register a child. Contact information for program staff is also listed. Flyer is displayed throughout District. 3,400 student enrollment, 1,200 staff, and then parents in households.
Parent Newsletter and calendar of events	Monthly	Electronic via email, hard copy passed out at program Hard copy posted on Facebook page	Parents of enrolled youth 300	To be sent on the first Monday of the month.
Advisory Committee Meeting	2 nd Monday of every month at 11:00 am	Zoom	Advisory Committee Members – parents, school, stakeholders, youth 15	Agenda to include the following standing items: progress towards goals, attendance, program activities, community partner involvement
Facebook Advertising	Daily	Facebook	Parents of youth in area, community partners serving youth 500	Facebook advertisements of program including promotional video. Tracking clicks, reach, sharing
BCSD Facebook pictures and videos	Monthly at minimum	Facebook pictures and videos posting	District stakeholders, parents, caregivers, students and staff 1000	District PR Coordinator posts pictures and/or videos of PIECES events and student activities on the District Facebook page
Summer Movie at “5 and V”	Annually	Video preview shown prior to the movie hosted by BCSD and shown downtown Burlington at the outside movie venue Posted live via Facebook on the District page, Drake Hardware page, and PIECES pages	Community at large 600	BCSD sponsors a summer movie at the “5 and V” outdoor venue at Drake Hardware in downtown Burlington. Before the movie begins we stream live on each partner’s Facebook page, BCSD page, and Drake page. We show a PIECES video as a preview before the movie starts.

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Partner Promotions	Monthly	Flyer handed out at program, social media advertisement and event posting, event created in Facebook with partner and BCSD	Parents of enrolled youth, potential parents of students not yet attending 100	Each time we have an event on a Saturday, family event, or community partner event we then create a flyer to disseminate in combination with partner
Partner promote our events and program	Annually	Hard copy of program flyer with QR Code at partner program facilities	Parents and youth in area 200	Our partners post our promotional flyer with QR code for enrollment and video of program on their bulletin boards, in their newsletter, and on their social media pages
Videos of Programs	Annually	Videos uploaded on YouTube, Facebook, and Vimeo	Parents of youth in the District, potential and current partners, stakeholders 200	Professional videos on vimeo.com/showcase/8636394 Videos highlight what PIECES is and what we do
Capitol Theater Movie intro video	Monthly	Video of PIECES shown on movie theater screen as a preview	Parents of youth in the District, students of BCSD, family members of youth enrolled 250	Video of PIECES is shown prior to the monthly Saturday movie at the Capitol Theater. It is shown as a "preview" before the movie starts.
Des Moines County Interagency	Monthly	Zoom meetings monthly with DMC human service organizations at Noon.	Community at large 50	Monthly DMC interagency meetings where community organizations present updates on their organization. PIECES presents monthly on the program, updates, events, calendars, and enrollment.
Helping Hands	Weekly	Zoom meetings at 8:30 am Wednesdays all year Hard copy of flyers with QR Code in chat	Community at large 20	Weekly calls in partnership with BCSD and DMC DHS Supervisor and Social Workers. We meet via Zoom on a weekly basis to discuss families who may have needs in our community. PIECES co-hosts the calls to offer support during the OST hours.

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Parent Open House and PT Conferences	Every three months	In person table display at Open House and PT Conferences	Parents of students attending our sites 300	Table display promoting PIECES at the open house in each site, at Parent Teacher Conferences each trimester
School Registration	Annually	In person table display with hard copy flyer and QR Code. Videos shown on televisions around registration in BCSD cafeteria. Hard copy of flyers with QR code and live enrollment for program sites.	Parents and students of BCSD District 3,400	One day of on-site school registration occurring in late July for BCSD. At registration PIECES has a large display table, shows video of program on all televisions in room, hands out flyers and Activity Calendar to every parent enrolling, and has on site student enrollment for PIECES.
Back to School Kick Off Event	Annually	In person event promoting community partners and program	Parents of youth in the District, parents and students of enrolled youth, community partners, stakeholders 350	Kick off event at Boy Scout Camp Eastman to start the year and recruit students and parents, recruit staff, and promote partnerships for PIECES
District Newsletter	Monthly	Electronic copy emailed and posted on social media for District	Parents, BCSD staff, stakeholders, and students 1500	A monthly newsletter highlighting activities throughout the District and includes a calendar of PIECES activities sent out by our District Public Relations Coordinator every month.
School Board Update	Annually	In person presentation recorded and posted on BCSD YouTube channel Hard copy of presentation to School Board	All District staff, parents, students, and stakeholders 500	Annual presentation on local evaluation and program highlights of previous year to school board members. This is streamed live on YouTube channel and recorded for future viewing/
Service Club Presentations	Annually	In person presentations	Community at large 200	Annual program update and local evaluation shared with Kiwanis, Lions, and/or Rotary on an annual basis
Annual Strategic Plan Review	Annually	Review with Advisory Council and BCSD Administration in person presentations and meeting	Stakeholders 50	Includes feedback gathered from partners, students, staff, and parents.

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(Required) Website where your local evaluation will be posted (reminder: each year's evaluation should be found here)				
www.bcsds.org/District/Portal/21st-century-pieces				
Social media links for your school/site/program:				
www.facebook.com/PIECESAfterschool				
https://www.facebook.com/BurlingtonCommunitySchoolDistrict/				
https://youtu.be/inbeUS0Kzcs				
https://www.youtube.com/channel/UCqed73NLYRbOtW0TQhE7mIQ				
https://vimeo.com/showcase/8636394				