

Admissions & Recruitment Plan

Rafael Escalante

Director of Admissions & Community Engagement

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Admission & Recruitment Mission/Objectives

Mission: To facilitate educational access and provide a higher quality education for those students who come from underserved communities. We aim to support and enable students to thrive academically within a safe and comfortable learning environment.

Objective: To effectively promote our three schools as schools of choice at middle schools and also within the community by developing professional rapport with educators, administrators, middle school personnel, community leaders, policy-makers, business owners, community resource centers, etc. It is our goal to enroll a total of 125 students at Roberto Cruz Leadership Academy, Latino College Preparatory Academy and Luis Valdez Leadership Academy.

Mission & Vision

LCPA

Mission: To enable and empower underserved high school English Language Learners (ELLs) to become bi-literate in English, Spanish, Mathematics, and Science. These skills will help ensure their ability to successfully complete requirements for a high school diploma and to pursue post-secondary educational opportunities.

Vision: To be recognized as the premier provider for high school English Language Learner education and to prepare students to be innovative, successful leaders with critical thinking, decision-making, information technology, and communications skills.

RCLA

Mission: To empower students to become community leaders and socially conscious educators. RCLA implements a rigorous Teacher Academy that integrates technology, real world projects, community values, bi-literacy, and an environment that promotes personalized learning where students have access to postsecondary educational opportunities. RCLA aims to educate students through college preparatory courses that empowers them to be academically literate, critical thinkers, effective communicators and independent problem-solvers who are agents of education and social justice with a commitment toward the community around them.

Vision: To be a school that is just, equitable, and environmentally sustainable for all. Supporting diversity, community, literacy, intergenerational collaboration, and self-empowerment so that all students become critical thinkers through a curriculum that is rigorous, innovative, and implemented through meaningful school relationships.

LVLA

Mission: To provide a rigorous academic curriculum that instills a lifelong passion for learning and equips students with the skills for social and academic success at four-year colleges, universities and local community colleges.

Vision: Through its culturally sustaining pedagogy, LVLA aims to graduate empowered young adults who are poised, confident and articulate leaders. Additionally, LVLA is proud to continue the legacy of its namesake- Luis Valdez- by integrating a visual, performing arts, and digital media program into its curriculum.

TFHE Admission & Recruitment Teams

LCPA

1. Outreach and Admissions
 - a. Rafael Escalante, Director of Admissions & Community Engagement
 - b. TBD, Admissions Coordinator/Recruiter
2. Jesus Rios, Director of School Operations/Principal
3. Hilda Peralta, Office Manager
4. Jacqueline Barba D'souza, Academic Counselor
5. TBD, Parent Coordinator

RCLA

1. Outreach and Admissions
 - a. Rafael Escalante, Director of Admissions & Community Engagement
 - b. TBD, Admissions Coordinator/Recruiter
2. Yesenia Marquez, Director of School Operations/Principal
3. Patricia Lopez, Recruiter/Parent Coordinator
4. Sandra Gonzalez, Office Manager
5. Maricarmen Alanis, Academic Counselor
6. Alexis Pimentel, Biology Teacher
7. Student Ambassadors

LVLA

1. Jeff Camarillo, Director of School Operations/Principal
2. TBD, Recruiter
3. Maricela Alvarez, Director of Parent Engagement
4. Anjelica Frausto, Office Manager
5. Student Ambassadors

Admissions Process for Incoming Freshman

Tier Categories

Parent and or Student/Initial Interest (Red)

1. Interest Card or application submitted by family and received by Admissions Department.
 - a. Student information is entered into Admissions database.
 - b. Follow-up with family/student via phone call and letter. This occurs within 48 hours.
 - c. Admissions tracks communication with family (letters mailed, calls, attendance to events).
 - d. If Admissions is unable to communicate with the family and there is a valid home address on file, a home visit will occur within 72 hours of meeting the student.
2. Admissions sends family an Interest Letter welcoming them to upcoming events such as: Open House, Shadow Day, or an individual 1:1 meeting.
 - a. Admissions schedules meeting with Student/Family.
 - b. Family is offered an enrolment application to complete and submit.
3. If family attends an event, the student transitions from 'Initial Interest' to 'Strong Inquiry.'

Admissions Department/Strong Inquiry (Yellow)

1. Family attends Open House, one-on-one, and or Shadow Day.
 - a. Family is offered application.
2. Family has indicated via phone or in person that they are interested in applying.
3. Admissions to follow-up with family via mail or phone to encourage them to submit an application.
4. If family applies, the student will transition from 'Strong Inquiry' to 'Applicant.'

Admissions Department/ Admitted (Green)

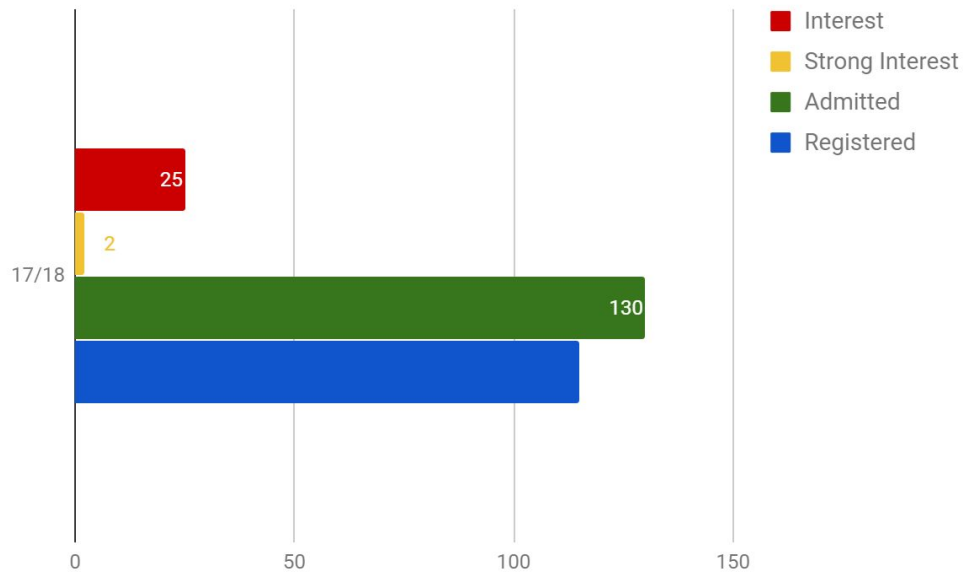
1. A student becomes an applicant once s/he submits an enrollment form.
2. Within 14 days of submitting an enrollment form, students/families are notified by phone and by mail of acceptance, or alternative options. Phone call is to be made by Director of Admissions and the acceptance letter is to be sent by their school's Director.
3. Student confirms intent to attend school and is informed of important events such as: Freshmen Orientation and Summer Bridge program.
4. Family is notified of next steps such as Registration and encouraged to submit registration documents as soon as possible.

Registrar Department/Registered (Blue)

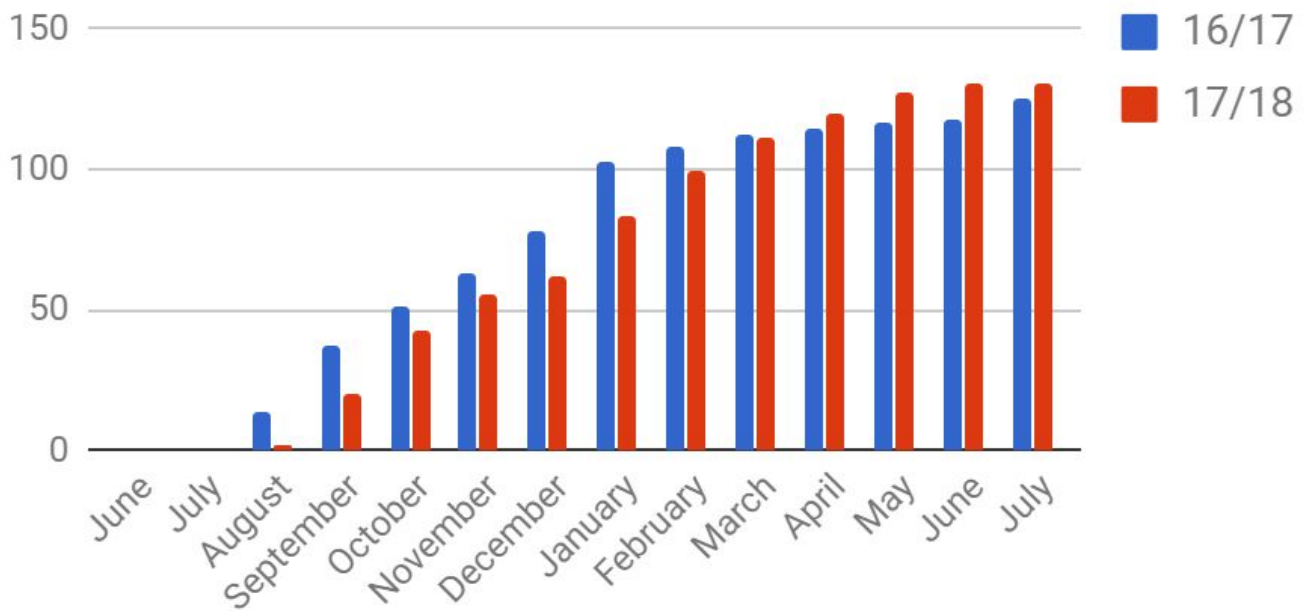
1. Family completes registration packet on specified day/s or shortly after being admitted.
2. To register, family provides: birth certificate, immunizations, IEP (if applicable), etc.
3. Registration packet is filled out.
4. Registrar creates Academic Profile for student in PowerSchool which includes:
 - a. All important contact and emergency contact information.
 - b. Application, transcript/grades, attendance, behavior, IEP, etc.
5. Registrar submits academic profile to Counselor for review (24 - 48 hours)
 - c. Counselor reviews application to determine student's placement.

Student attends Summer Bridge and school in August

LCPA Tier System & Results



Applications Per Month



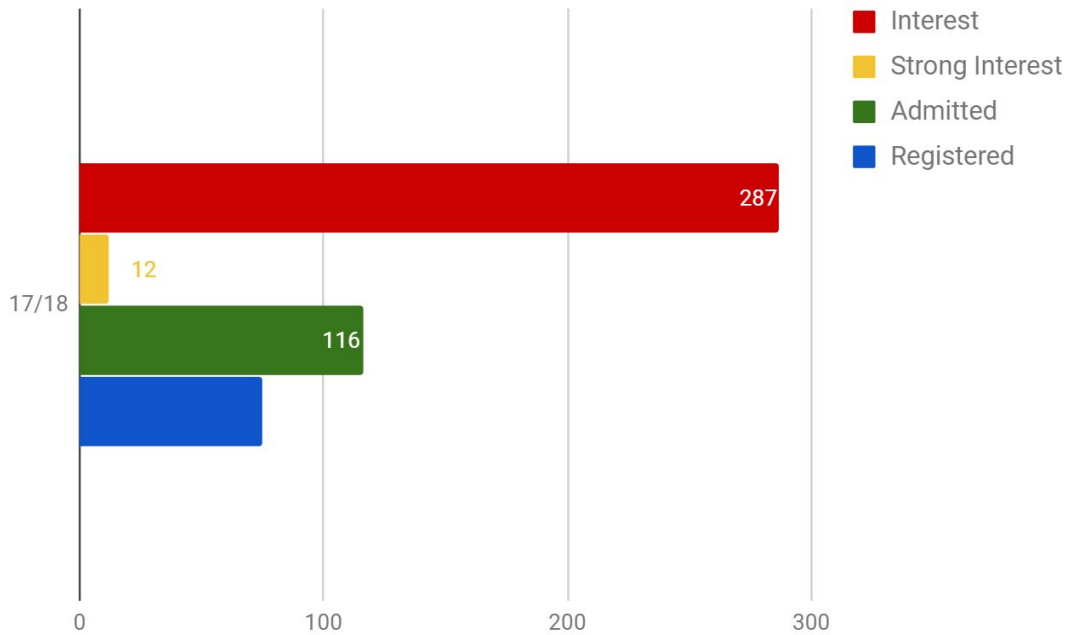
** Actual registration figures will vary as registration continues through the end of July*

Registration Per Feeder Middle School

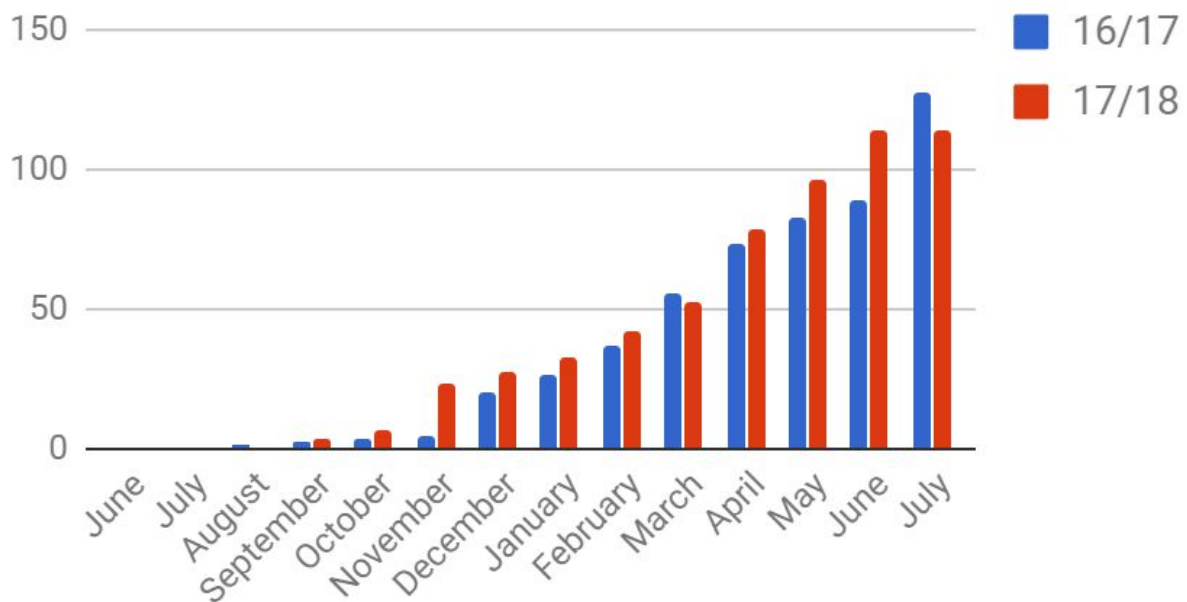
School	17/18
August Boeger	12
ACE	11
Adelante	9
Alpha	4
Appitude	6
Bridges	0
Bulldog Tech	1
Burnett	1
Daniel Lairon	0
DCP	5
Escuela Popular	1
Fischer	4
Grange M.S.	1
Herman	1
Hoover	0
Ida Jew	8
Joseph George	4
John Muir	0
Kipp	1
Lee Mathson	5
Leyva	0
Morill	1
Ocala	9
Quimby Oak	0
Renaissance (Fischer and Mathson)	17
Russell	1
Sheppard	9
Shirakawa	0
St.Patricks	1
Sylvandale	0
Willow Glen	1
Other/Out of county	1

** Actual registration figures will vary as registration continues through the end of July*

RCLA Tier System & Results



Applications Per Month



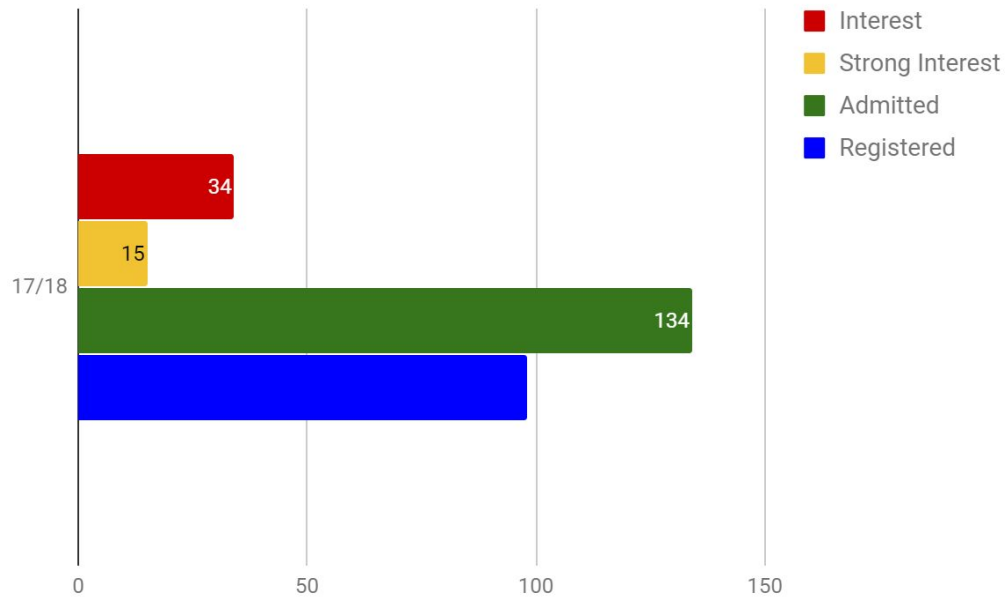
** Actual registration figures will vary as registration continues through the end of July*

Registration Per Feeder Middle School

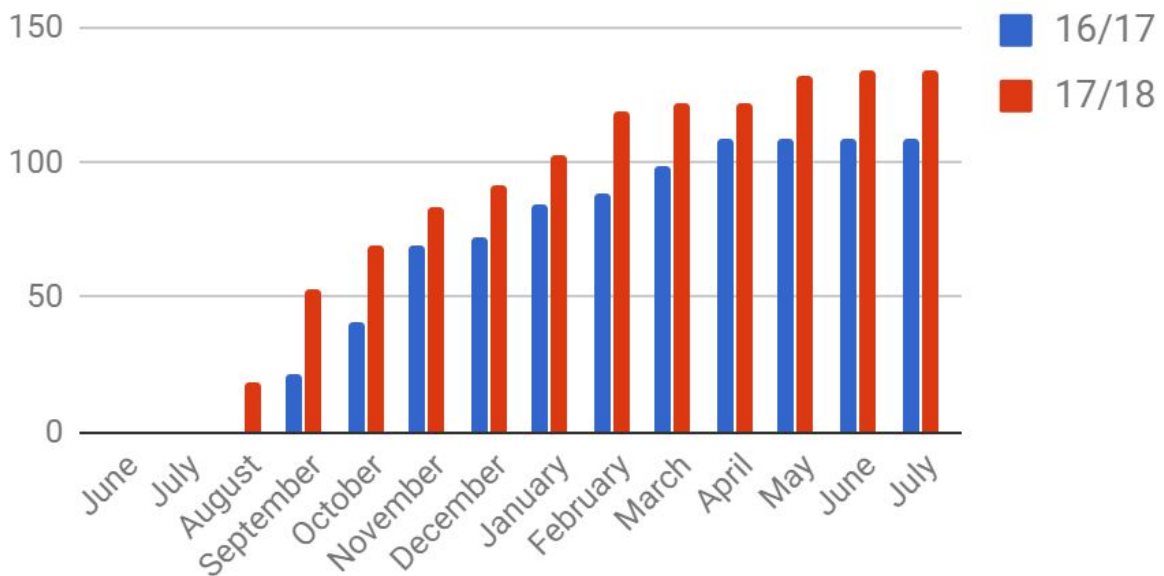
School	17/18
August Boeger	7
ACE	3
Adelante	1
Alpha	5
Bridges	0
Bulldog Tech	0
Chaboya	0
DCP	1
Escuela Popular	1
Don Callejon	1
Fischer	2
Hoover	2
Ida Jew	2
Joseph George	2
Kipp	1
Lee Mathson	13
Leyva	2
Most Holy Trinity	0
Ocala	0
Quimby Oak	1
Piedmont	2
Renaissance (Fischer and Mathson)	9
Sheppard	4
St. Clair	1
Sunrise	4
Sylvandale	2
Willow Glen	0
Other/Out of county	9

** Actual registration figures will vary as registration continues through the end of July*

LVLA Tier System & Results



Applications Per Month



* Actual registration figures will vary as registration continues through the end of July

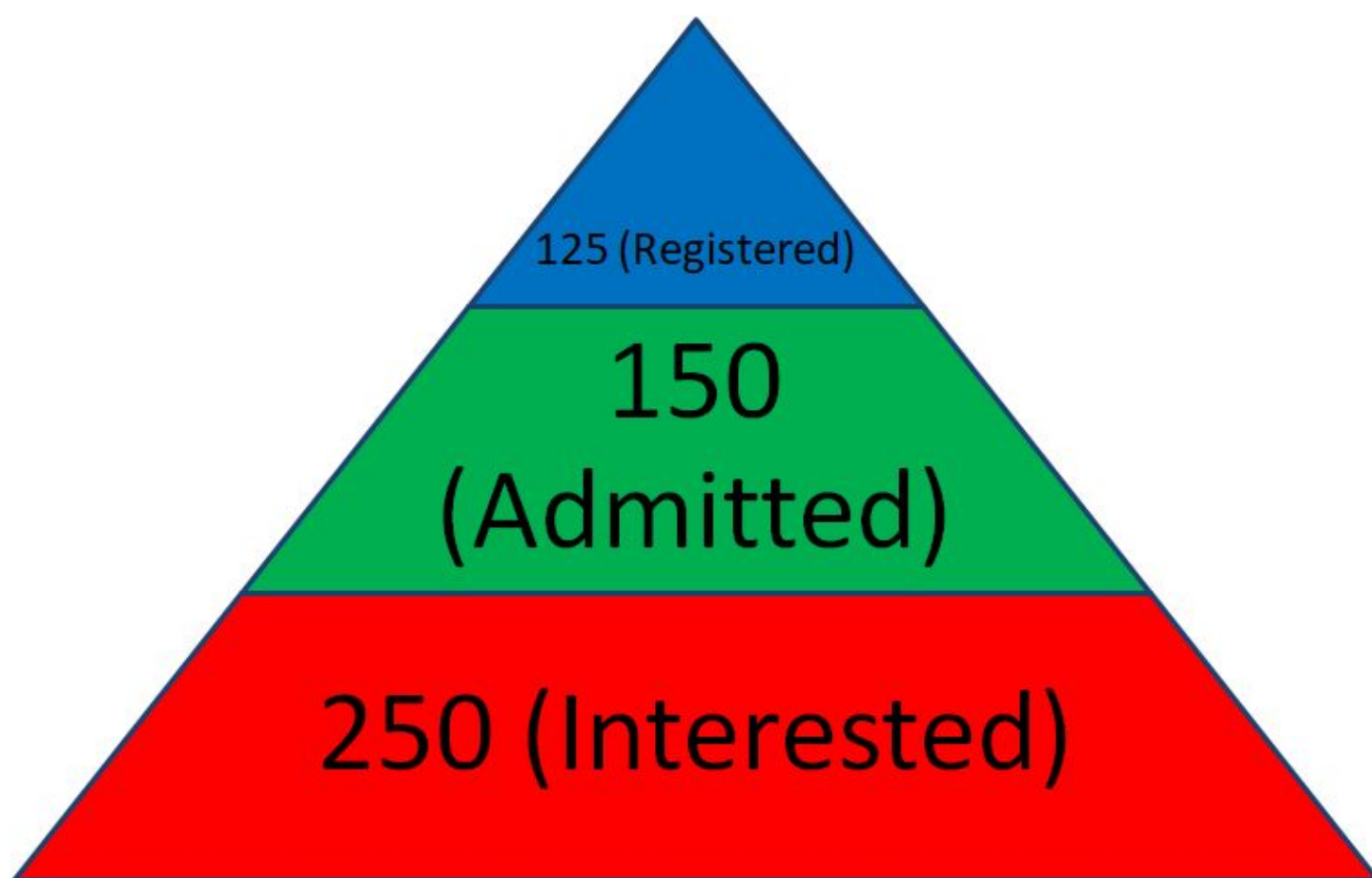
Registration Per Feeder Middle School

Middle School	17/18
ACE	11
Alpha	0
August Boeger	0
Bridges	16
CCA	1
Fischer	1
Lee Mathson	0
Leyva	0
Ocala	1
Other	16
Shirakawa	12
Sunrise	1
Sylvandale	16
Voices	20

**Actual registration figures will vary as registration continues through the end of July*

Department Expectations

1. Generate interest.
2. Convert interested students into applicants.
3. Keep student & families engaged and excited throughout admissions process.
4. Assist with the conversion of applicants to registered students.
5. See student until the start of class and ensure that s/he is having an excellent experience.



Our goal is to recruit and engage 250 interested students/families for each school respectively. Of the 250 interested students, we expect to convert and admit 150 students, of which, 125 will register and begin classes at one of our schools.

*Refer to 'Admissions Process for Incoming Freshman' (page 6) for description of each tier.

2018-2019: Application Forecasts (Per School)

Middle School	RCLA	LCPA	LVLA
August Boeger	10	15	0
ACE	10	20	15
Adelante	5	10	0
Bridges	0	0	30
Escuela Popular	5	5	0
Fischer	10	10	0
Ida Jew	5	10	0
Joseph George	15	25	0
Mathson	25	10	0
Ocala	5	10	0
Other	10	10	20
Renaissance-Mathson/Fischer	20	15	0
Sheppard	10	5	0
Shirakawa	0	0	25
Sunrise	15	5	0
Sylvandale	5	0	30
Voices	0	0	30
Total	150	150	150

*Projections are based on the previous year's application totals per feeder middle school

2018/2019: Application Forecast (*Per Month*)

Month	RCLA	LCPA	LVLA
August 2017	10	20	20
September 2017	20	40	40
October 2017	30	55	70
November 2017	40	70	100
December 2017	50	90	110
January 2018	60	100	120
February 2018	80	110	130
March 2018	90	120	140
April 2018	110	130	150
May 2018	120	150	150
June 2018	140	150	150
July 2018	150	150	150

* Due to compliance to Prop 39, by November 1st LVLA is required to provide the district a figure of students who have an “intent to enroll”. Thus, this is the reason, that projections are skewed to favorably towards the beginning of the enrollment cycle for LVLA, versus our two other schools.

Pre-Enrollment to Registration

1. Summer (June-August): **Registration/ Summer School**
 - a. With schools being out on summer break, Admissions & Recruitment will shift its focus on developing leads through community engagement and outreach at community centers, libraries, businesses, etc. Refer to following chart for examples of off-campus collaborators.
 - b. Admissions tracks and monitors student summer bridge attendance and ensures that all registered students are aware of the start of school.

2. First Session (August-December) → **Pre-Enrollment Period/School- Based Outreach**
 - a. Beginning in August, the Admissions team is to reach out to feeder middle schools to re-engage and to explore the opportunities of having a presence through a classroom presentation and/or a tabling session. This is the time in which we are developing our lead pool of interested students and encouraging those students to submit an application.
 - b. The majority of the leads will be generated from on-campus presentations and tabling events.
 - c. In the event that a feeder middle school does not grant TFHE access onto their campus, we strategically shift our attention to community based outreach.

3. Second Session (January - July) → **Enrollment/Registration Period**
 - a. During this period, we begin converting interested students into applicants through follow-up and face to face interactions.
 - b. Recruitment event season is underway and on campus as well as off campus recruitment events take place often.
 - c. We conduct one (1) on-campus Open House session per school per month, two (2) Shadow Days per school per month, one (1) Freshmen Orientation per school (at times, two) and other events as desired by each school Director. In addition to the off-site recruitment that occurs at schools and community centers.

**Although Pre-Enrollment and Registration periods have designated on- and off-campus recruitment activities, the activities are interchangeable across the academic year.*

Community-Based Outreach Locations/Events

Schools	Community Centers/Libraries	Businesses	Community Events
Sunrise	Mayfair Community Center	Tropicana	Hola 5k
Hoover	Seven Trees Community Center and Library	DD's	Fiestas Patrias
Ida Jew	Hillview Library	Mi Pueblo (2 locations)	District 5 Meetings
Fischer	Amigos de Guadalupe	Eastridge Mall	Latino Educational Summit
Joseph George	Grail Family Services	Berryessa Flea Market	Aztec New Year
Mathson	Roosevelt Community Center	Farmer's Market	Little League Jamboree
Sheppard	Berryessa Library	Starbucks	MACLA Family Art Day
Adelante	Eastside Community Center	México Bakery	Day in the Park Festival
Escuela Popular	Alum Rock YMCA	Mi Rancho	Viva Parks
Renaissance (Mathson & Fischer)	Dr. B. Roberto Cruz Library	GoodWill	Viva Calle
Nativity School/ Our Lady of Grace	Mexican Heritage Plaza		Semillas Project Fundraiser

School-Based Outreach Events

On/Off Campus School Recruitment Events/Initiatives

Open House/Information Session
 Shadow Day
 Freshmen Orientation
 Summer Bridge Orientation
 Welcoming Events
 Individual 1:1 Appointments/Campus Tours
 Refer-a-Friend Campaign
 Community Marketing Campaign
 End of the Year Celebration
 Home Visits

Internal Marketing

1. Social Media

- a. Usage of Facebook, Instagram, Twitter and other social media platforms to share student testimonials, videos, pictures, admission deadlines, promotions, news, events, etc.
- b. Paid boost to reach a specific target audience (age, interest, location, etc).

2. Digital Marketing/Mass Communications

- a. Usage of Mailchimp (or other) to send mass email communication.
- b. 1-call to communicate messages to large audience
- c. Text messaging services to send messages to families (popular mode of communication).
- d. Mass mailer campaigns (families still like paper copies)

3. Community Marketing Initiatives/Campaigns

- a. Members of the TFHE community (including parents, students, and or teachers/staff) will be offered a small monetary incentive such as a gift card, movie tickets or other for referring a friend to the Foundation. The incentive is provided through private funds by the Foundation and does not come from public funds.
- b. Lawn signs to be created and distributed to parents involved in 'Poder de Los Padres', or those who would like to promote their children's school.
- c. Branded signage for street corners to be left on busy intersections during the mornings and picked up at the end of the day by a member of the admissions team.

4. Eastridge Mall Advertisements .

- a. Displays: Sign will be **4' wide x 6' high**, backlit, colorful and can't be missed. The ad will be visible from open to close, every day. Signage is located in the food court near movie theater.
- d. Contract (Option 2): 12 months with **6 month out clause**. Rate is **\$350** per month plus a one-time production fee of **\$225**. May cancel any time after **6 months**. **This is the option that we have chosen and it expires in August 2017.**

5. Video-Univision/NBC Bay-Area

- a. Contact Univision if there is a teacher, staff, student, alum, or other who deserves recognition and request an interview. Great way to share value with the community.
- b. Utilize free public broadcasting with local media: radio, video and community based groups/platforms

6. Print Advertisement in La Bamba

- a. Half sheet print ad, published twice per month with a viewership of over 100,000 people in East San Jose, will cost \$ 150 per every two weeks.

7. TFHE Story Road city light posts Advertisement

- a. Update and re-create the current banners on the city light posts to visibly promote TFHE schools on Story road

8. Alumni/Teacher Spotlight- Lobby and on Smartboard within facilities

- a. Alumni display with current educational plans/universities to emphasize our college bound focus
- b. Organization's missions plus three school's vision display on a professional plaque (in collaboration with Communications Department)
- c. PowerPoint display with pictures of students, on going school event, and important upcoming dates on monitor in Admissions office waiting area.

2018-2019 Academic and Summer Timeline

Month	Action Plan
July	LCPA
	<ul style="list-style-type: none"> ❖ Update Applications/Enrollment Form ❖ Update Interest and Acceptance Letters ❖ Reorder LCPA admission materials and giveaways/swag.
	RCLA
	<ul style="list-style-type: none"> ❖ Update Application/Enrollment Form ❖ Updated Interest and Acceptance Letters ❖ Order RCLA admissions materials and giveaways/swag ❖ Reorder shirts for RCLA rising freshmen
	LVLA
	<ul style="list-style-type: none"> ❖ Update Application/Enrollment Form ❖ Update Interest Forms and Acceptance letters ❖ Update marketing materials ❖ Order school supplies and new swag
August	LCPA
	<ul style="list-style-type: none"> ❖ Thursday, August 10th: Send Welcome Letter to all current students inviting them to refer a friend/Legacy Families. ❖ Thursday, August 17th: Reach out to all 8th graders who completed an interest/application as 7th graders. Call and complete home visits. ❖ Monday, August 14th: Reach out to feeder schools and schedule a meeting with principals (ARUSD, MPSD, SJUSD, etc.). Inform them of new programs and intent to meet with their students. ❖ Monday, August 23rd: Implement Refer-a-Friend Campaign ❖ Wednesday, August 24th - Friday, August 26th: Reach out to Sunrise, Adelante, Escuela Popular & Ida Jew ❖ Monday August 29th - Wednesday August 31st: Reach out to community centers & libraries: Mayfair Community Center, Alum Rock Youth Center, Hillview Library, Dr. Roberto Cruz Library, etc.
	RCLA
	<ul style="list-style-type: none"> ❖ Thursday, August 10th: Send Welcome Letter to all current students invite them to refer a friend/Legacy Families. ❖ Thursday, August 17th: Reach out to all 8th graders who completed an interest/application as 7th grader. Call and complete home visits. ❖ Monday, August 14th: Reach out to feeder schools and schedule a meeting with principals (ARUSD, MPSD, SJUSD, etc.). Inform administration of new programs and our intent to meet with their students. ❖ Monday, August 21st: Implement Refer-a-Friend Campaign (Movie tickets or a gift card, provided by The Foundation and not through public funds) ❖ Wednesday, August 23rd - Friday, August 25th: Reach out to Sunrise, Adelante,

	<p>Escuela Popular & Ida Jew to schedule classroom presentations and/or in-class presentations.</p> <ul style="list-style-type: none"> ❖ Monday August 28th - Wednesday August 30th: Reach out to community centers & libraries: Mayfair Community Center, Alum Rock Youth Center, Hillview Library, Dr. Roberto Cruz Library, etc.
	LVLA
	<ul style="list-style-type: none"> ❖ Monday, August 14th: Email feeder schools to host a lunch booth/classroom presentation. Goals is to generate a buzz and encourage early-enrollment. ❖ Tuesday, August 15th: Send admission enrollment packets to “legacy” students (current students who have a sibling or relative in the 8th grade). ❖ Thursday, August 17th: Reach out to current 8th graders who completed an interest form/application as a 7th grader. Calls and homes visits will be method of contact. ❖ Monday, August 21st- Wednesday, August 23rd: Voices Early-Enrollment Presentations.
	LVLA
September	LVLA
	<ul style="list-style-type: none"> ❖ Friday, September 15th: Adelante Lunch Booth ❖ Wednesday, September 27th: LVLA Open House (Pre-Enrollment). Open to all interested families/students.
	RCLA
	<ul style="list-style-type: none"> ❖ Tuesday, September 12th: Ida Jew Lunch Booth ❖ Thursday, September 14th: Adelante Lunch Booth ❖ September: High School Night at Renaissance Fischer (TBD) ❖ September: High School Night at Renaissance Mathson (TBD) ❖ Thursday, September 28th: RCLA Open House (Pre-Enrollment) ❖ September: Sacred Heart Nativity Educational Fair (TBD)
	LVLA
	<ul style="list-style-type: none"> ❖ Wednesday, September 6th: Bridges Lunch Booth ❖ Bridges Parent Presentation (TBD) ❖ Presentation to all the 8th graders at Shirakawa (TBD) ❖ Thursday, September 14th: Sylvandale Lunch Booth ❖ Thursday, September 28th: Open House (Early Enrollment) ❖ Ongoing: One-on-one meetings with prospective families.
October	LVLA
	<ul style="list-style-type: none"> ❖ Presentation at Adelante Middle School (TBD) ❖ Wednesday, October 25th: LVLA Open House (Pre-Enrollment) ❖ Booths at Hillview Library Alum Rock Youth Center (TBD)
	RCLA
	<ul style="list-style-type: none"> ❖ Thursday, October 5th: Escuela Popular In-Class Presentation

	<ul style="list-style-type: none"> ❖ Wednesday, October 18th: Mathson Middle School Field Trip ❖ October: Sunrise Auditorium Presentation (TBD) ❖ Thursday, October 26th: RCLA Open House (Pre-Enrollment)
	LVLA
	<ul style="list-style-type: none"> ❖ <i>Thursday, October 5th</i>: Bridges Lunch Booth ❖ <i>Thursday, October 12th</i>:Voices Parent Presentation ❖ <i>Tuesday, October 24th</i>: Shirakawa Classroom Presentation ❖ Thursday, October 26th: Sylvandale Lunch Booth ❖ Thursday, October 26th: Open House ❖ Ongoing: Schedule on going one-on-one meetings with prospective families.
November	LCPA
	<ul style="list-style-type: none"> ❖ November: Shadow Day (TBD) ❖ November: Sadow Day (TBD) ❖ <i>Wednesday, November 29th</i>: LCPA Open House
	RCLA
	<ul style="list-style-type: none"> ❖ November: Shadow Day (TBD) ❖ November: Shadow Day (TBD) ❖ Thursday, November 2nd: Sunrise Parent Night ❖ Friday, November 3rd: Joseph George Lunch booth ❖ Wednesday, November 29th: RCLA Open House
	LVLA
	<ul style="list-style-type: none"> ❖ Thursday, November 16th: Open House ❖ <i>Saturday, November 18th</i>: Home-visits to interested families ❖ November: Shadow Day (TBD) ❖ November: Shadow Day (TBD) ❖ Bridges Parent Meeting (TBD) ❖ Schedule on going one-on-one meetings with prospective families.
December	LCPA
	<ul style="list-style-type: none"> ❖ Holiday Gratitude gift plus post cards for all feeder schools (ARUSD, FMUSD, MPSD, SJUSD, etc.). Deliver gifts in person. ❖ December 5th: Joseph George Lunch Booth ❖ Shadow Day (TBD)
	RCLA
	<ul style="list-style-type: none"> ❖ Holiday Gratitude gift plus post cards for all feeder schools (ARUSD, FMUSD, MPSD, SJUSD, etc.). Deliver gifts in person. ❖ December 6th: Sunrise lunch booth ❖ Shadow Day (TBD)

	LVLA
	<ul style="list-style-type: none"> ❖ Friday, December 8th: Holiday Postcards and gifts for feeder middle schools and to incoming families. ❖ Tuesday, December 14th: LVLA Open House ❖ Shadow Day (TBD)
January	LCPA
	<ul style="list-style-type: none"> ❖ Table at community centers & libraries such as: Mayfair Community Center, Alum Rock Youth Center, Hillview Library, Dr. Roberto Cruz Library, etc.
	RCLA
	<ul style="list-style-type: none"> ❖ Monday, January 15th: Joseph George - ELAC Parent Presentation ❖ Shadow Day (TBD) ❖ Monday, January 29th: Fischer lunch booth ❖ Tuesday, January 31st: Ida Jew Tabling Event
	LVLA
	<ul style="list-style-type: none"> ❖ Ongoing: Schedule on going one-on-one meetings with prospective families.
February	LCPA
	<ul style="list-style-type: none"> ❖ Table at Ocala (TBD) ❖ Table at August Boeger (TBD)
	RCLA
	<ul style="list-style-type: none"> ❖ February: Shadow Day (TBD) ❖ Wednesday, February 14th: Adelante Lunch Booth
	LVLA
	<ul style="list-style-type: none"> ❖ <i>Thursday, February 8th</i>: Bridges Lunch Booth ❖ Shadow Day (TBD) ❖ Wednesday, February 21st: Open House ❖ Saturday, February 24th: Freshmen Orientation
March	LCPA
	<ul style="list-style-type: none"> ❖ Home visits to prospective students to confirm 1st Round Freshmen Orientation ❖ 1st Freshmen Orientation (TBD) ❖ Home visits to legacy students who have yet to submit application.
	RCLA
	<ul style="list-style-type: none"> ❖ Home visits to prospective students to confirm 1st Round Freshmen Orientation

	<ul style="list-style-type: none"> ❖ Shadow Day (TBD) ❖ 1st Round Freshmen Orientation (TBD) ❖ Tuesday, March 13th: Sheppard Lunch Booth ❖ Field Trip for Renaissance Mathson or Sheppard (TBD) ❖ March: Renaissance Fischer & Mathson Parent Presentation (TBD)
	LVLA
	<ul style="list-style-type: none"> ❖ March 5th-7th: Home visits to families who did not show to Orientation ❖ Shadow Day (TBD) ❖ Thursday, March 22nd: LVLA Open House
April	LCPA
	<ul style="list-style-type: none"> ❖ April: Shadow Day #3 for Prospective Students (TBD) ❖ Table at Hillview and Alum Rock Youth Center ❖ April 7th: Registration ❖ Shadow Day (TBD) ❖ Thursday, April 19th: Open House (Late Enrollment)
	RCLA
	<ul style="list-style-type: none"> ❖ April: Shadow Day (TBD) ❖ Wednesday, April 11th: Escuela Popular Lunch booth ❖ Friday, April 13th: Ida Jew Lunch booth ❖ Saturday, April 21st: Freshmen Orientation & New Building Welcoming Event ❖ Friday, April 20st: Adelante Lunch booth ❖ Thursday, April 26th: Open House ❖ Home Visits to all interested students
	LVLA
	<ul style="list-style-type: none"> ❖ Home-visits to prospective families ❖ Freshmen Orientation #2 (TBD) ❖ April 14th: Registration ❖ Shadow Day (TBD) ❖ Schedule 1:1 meetings with families
May	LCPA
	<ul style="list-style-type: none"> ❖ Home visits to prospective students to confirm 2nd Round Freshmen Orientation ❖ May: 2nd Round Freshmen Orientation (TBD) ❖ Shadow Day (TBD)
	RCLA
	<ul style="list-style-type: none"> ❖ Home visits to prospective students to confirm 2nd Round Freshmen Orientation ❖ May: 2nd Round Freshmen Orientation (TBD)
	LVLA

	<ul style="list-style-type: none"> ❖ May 5th: Community Engagement Event ❖ Wednesday, May 9th: Table at Sylvandale ❖ Wednesday, May 16th: Table at Voices FMK
June	LCPA
	<ul style="list-style-type: none"> ❖ Summer Bridge Orientation (TBD) ❖ Gift to all incoming freshmen (shirt and button)
	RCLA
	<ul style="list-style-type: none"> ❖ Summer Bridge Orientation (TBD) ❖ Gift to all incoming freshmen (shirt and button)
	LVLA
	<ul style="list-style-type: none"> ❖ Summer Bridge Orientation/ Pick up Schedules ❖ Gift to all incoming freshmen (shirt and button)

	RCLA	LCPA	LVLA
June	Last day of school: June 3rd Confirm attendance to summer bridge & field trips via phone calls or home visits	❖ Last day of school: June 3rd Confirm attendance to summer bridge & field trips via phone calls or home visits	Last day of school: June 3rd Confirm attendance to summer bridge & field trips via phone calls or home visits
July	❖ Summer Bridge: June 15th - July 15th (Tentative Dates) On-going registration	❖ Summer Bridge: June 15th - July 15th (Tentative Dates) On-going registration	Summer Bridge: July 12-30th (tentative dates), Ongoing registration
August	❖ First day of school: August 9th (tentative)	❖ First day of school: August 9th (tentative)	First day of school: August 9th (tentative)

Community Partners

Franklin McKinley			
<i>Voices</i>	Charles Miller, Principal	cmiller@voicescharterschool.com	(408)361-1960
<i>Sylvandale</i>	Dan Fowler, Principal	dan.fowler@fmsd.org	(408) 363-5708
	Tina Ybarra, Assistant Principal	tina.ybarra@fmsd.org	(408)363-5700
<i>Shirakawa</i>	Iqbal Chadda, Principal	Iqbal.chadda@fmsd.org	(408) 938-3200
	Luisa Flores, Teacher	luisa.flores@fmsd.org	(408) 938-3200
Stonegate	Kim Sheffield, Principal	kim.sheffield@fmsd.org	(408)363-5633
Windmill	Zarpana Rietman, Principal	zarpana.rietman@fmsd.org	(408)363-5600
CCA	Amber Andrade, Principal	amber.andrade@fmsd.org	(408) 347-4827
San José Unified			
<i>Hoover</i>	Jesse Escobar, Student Advocate	jescobar@sjusd.org	(408) 535-6274
	Don McCloskly, Principal	dmccloskly@sjusd.org	
Evergreen			
<i>LeyVa</i>	Jim Sherman, Principal		

	Kelly Hodgin		
<i>Quimby Oak</i>	Phil Bond, Principal		(408) 270-6735
Mt. Pleasant			
<i>Ida Jew</i>	Joseph Nuño, Principal	junuo@mpesd.org	(408) 223-3750
<i>August Boeger</i>	Mrs. Cruz		(408) 223-3770
	Koide, Student Advisor		(408) 223-3770
Alum Rock			
<i>Fischer</i>	Lauren Chapman, School Counselor	lauren.chapman@arUSD.org	
	Montserrat Orozco, Community Liaison	monserrat.orozco@arUSD.org	(408) 928-7517
	Dr. Imee Almazan, Principal	imee.almazan@arUSD.org	(408) 928-7266
<i>Joseph George</i>	Carmen A. Rubio, Community Liaison	carmen.rubio@arUSD.org	
	Barbara Campbell, Principal	barbara.campbell@arUSD.org	(408) 928-7600
	Tara Bickford, Assistant Principal	tara.bickford@arUSD.org	
<i>Mathson</i>	Vince Iwasaki, Principal	vince.iwasaki@arUSD.org	(408) 928-7950
	Annya Artigas, Assistant Principal	annya.artigas@arUSD.org	(408) 928-7950
	Christian Rodriguez, Academic Counselor	christian.rodriguez@arUSD.org	(408)928-7498
<i>Sheppard</i>	Jackie Montejano, Principal	jackie.montejano@arUSD.org	(408) 928-8800

	Maria Castaneda, Counselor	maria.castaneda@arUSD.org	
	Maria Elena Avila, Administrative Assistant		(408) 928-8807
<i>Ocala</i>	Tracy Leathers, Principal	tracy.leathers@arUSD.org	(408) 928-8350
Other/Private Schools			
<i>Nativity Schools</i>	Maria Valle, Director of Graduate Support	mvalle@shnativity.org	(408) 993-0675
	Sonia Arriola,, Principal	sarriola@shnativity.org	
Charter Schools			
<i>Alpha</i>	John Glover, Principal	john@alphapublicschools.org	(408) 780-1551
<i>ACE</i>	Elena Luna, Principal	eluna@acecharter.org	(408) 729-3920
	Lorena Chavez, Assistant Principal	lchavez@acecharter.org	
	Anabel Zuniga, Office Assistant	azuniga@acecharter.org	(408) 401-6213
<i>Adelante</i>	Sandra Garcia, Principal	sandra.garcia@arUSD.org	
	Kim Rocha, Community Liaison	kprocha2001@yahoo.com	
	Mrs. Gonzalez, Vice Principal	edith.gonzalez@arUSD.org	
<i>Escuela Popular</i>	Melvin Gonzalez,, Principal	Melvin@escuelapopula.org	(408) 275-7190
	Lucero, Counselor	lucero@escuelapopular.org	
<i>Renaissance @ Fischer</i>	Doug Kleinhez, Principal	doub.kleinhez@arUSD.org	(408) 928-1950

	Vince Iwasaki, Academic Dean	vince.iwasaki@arUSD.org	(408) 928-1953
	Sarah KretoVics, Academic Counselor	sarah.kretoVics@arUSD.org	(408) 928-1953
<i>Renaissance @ Mathson</i>	Doug Kleinhez, Principal	doub.kleinhez@arUSD.org	(408) 928-1950
	Marina Sanchez, Administrative Assistant	marina.sanchez@arUSD.org	(408) 928-1953
<i>Sunrise</i>	Teresa Robinson, Principal	teresa@sunrisemiddle.org	(408) 659-4785
<i>KIPP</i>	Susana Mena, Principal		(408) 926-5478

TFHE Feeder Schools Demographics

	8th Graders	English Language Learners	Hispanic/Latino
Alum Rock School District			
Fischer	229	65%	85%
Joseph George	213	55%	84%
Mathson	230	68%	83%
Ocala	208	56%	74%
Sheppard	253	54%	56%
Adelante	44	54%	89%
Renaissance (Mathson & Fischer)	N/A	N/A	N/A
Mt. Pleasant School District District			
August Boeger	246	60.5%	75%
Ida Jew	N/A	66.1%	77.1%
Evergreen School District			
Chaboya	601	N/A	N/A
LeyVa	510	N/A	N/A
Quimby Oak	518	N/A	N/A
Berryessa School District			
Morrill	302	48.6%	20.7%
Piedmont	247	45.5%	27%
Sierramont	346	48.8%	15.8%
Franklin-McKinley School District			
Bridges	380	N/A	N/A
Sylvandale	N/A	12%	36%
San José Unified School District			
Burnett	306	67.2%	82%
Hoover	334	57%	82%

River Glen	58	44.2%	73.8%
Willow Glen	408	31%	51.9%
John Muir	338	34.1%	49.6%
Castillero	434	32.9%	42.4%
Bret Harte	406	20.2%	13.3%

*Data is based on 2016 figures