

QUESTIONS FOR LOCAL SCHOOL BOARDS RE: HISPANIC OUTREACH AND ENGAGEMENT

DEMOGRAPHICS

- How familiar are you with the Archdiocesan commitment to the Hispanic Outreach initiative in our communities? To learn more about the demographics and the reasons behind this initiative, please refer to the Fact Sheet.
- How familiar are you with the Hispanic/Latino demographics in your city or town? To obtain this information see data links on the Fact Sheet.

CULTURAL PUBLIC RELATIONS/OUTREACH/COMMUNITY

- Would you be willing to establish a school “Cultural Welcome” committee to encourage enrollment of the Hispanic/Latino families and to ensure their warm welcome and involvement in the school community?
- Are the Board and school administrators working on the budget to enable any of the following initiatives; hiring of Spanish-speaking staff/faculty; provision of Spanish language lessons to school staff/faculty; attendance at the Notre Dame LEI; creation of a welcoming space in the school for extended family? If so, what progress has been made?
- Does your school enrollment represent the ethnicities existing in your local community? So often the enrollment of the Catholic schools within a particular town/city does not reflect the cultures of the surrounding area, and we need to consider how we can change that. As a school board, how can you ensure that your school enrollment reflects the ethnic reality of your surrounding community, especially if that community is highly Latino?

MARKETING

- Do you believe in the importance of targeted outreach and a well-designed plan to increase total school enrollment from the Hispanic/Latino community and any other demographic?
- Are there any current parents and Spanish speaking people in your school and/or parish community who can assist with marketing to help recruit prospective students? (See “*Madrina*” or “*Padrino*” on Fact Sheet.)
- Can you find ways for your budget to support additional resources that can be used specifically to increase enrollment in your school from the Hispanic/Latino community?
- Is the Board willing to promote the school from the pulpit and answer questions from prospective parents at the end of the Mass (Spanish and English Masses)?

MARKETING, cont'd.

- Would you be willing to get to know the local Hispanic/Latino communities, reaching out to the families and business people with hopes that some would send their children to your school and/or support the school?
- As Board members would you be willing to: publically and vocally support Hispanic/Latino outreach; attend events planned for this audience; invite Latino parents to serve on the Board; and help the administrator market the school to the Hispanic/Latino audience?

TUITION ASSISTANCE/FUNDRAISING/ FINANCES

- How can you encourage corporate and individual donations to support tuition assistance for those families who need it the most, including Hispanic/Latino families?
- Are you familiar with and willing to consider alternate tuition models for families with limited income, making a Catholic school education more affordable and accessible? (See “*Fair and Just Tuition Model*” and “*Airplane Empty Seat Model*” on Fact Sheet.)
- What tuition models does your school utilize: regular tuition assistance; a “*Fair and Just Tuition Model*” according to the parents’ financial ability; the “*Airplane or Empty Seat Model*” of tuition; or specific grants/scholarships to Hispanic/Latino students?