

Hello SPC Reps!

Here are takeaways from the November General Meeting and Roundtable to share with your communities. We look forward to seeing you at the December 11th General Meeting @ 9:30am.

General Meeting Takeaways:

Assistant Superintendent Dr. Guerin gave an overview of the Education Services department. Then we were joined by directors and staff from Special Education, English Language Development, Gifted & Accelerated Learning, Curriculum, and Support Services. The departments were spread around the room, enabling parents to ask specific questions. Parents are encouraged to reach out with any follow-up questions or concerns they have:

Dr. Kimberly Guerin

Assistant Superintendent, Education Services
kguerin@susd.org, (480) 484-6139

Sheryl Rednor

Executive Director of Teaching & Learning
srednor@susd.org, 480-484-5009

Karen Brown

Director of Gifted & Accelerated Programs
karenbrown@susd.org, 480-484-5015

Margaret Rehberg

Executive Director of Special Education
mrehberg@susd.org

Dr. Timothy Fountain

Director of Curriculum & Instruction
tfountain@susd.org, (480) 484-5004

Dr. Steven Chestnut

Executive Director of Support Services
schestnut@susd.org, (480) 484-5025

November Roundtable – Marketing our schools

Digital Content Manager, Lainie Triplet, presented the re-vamped SUSD website, planned to be launched in December. The new site should help parents, students and prospective families find information quickly and consistently. It also has a more user friendly back-end to enable schools to keep their sites up-to-date.

Then we heard from parents at Copper Ridge, Cherokee, Navajo, Desert Canyon Elementary and Pueblo on their strategies to boost enrollment. Some of the gems they shared:

- Be active in social media "Moms groups" and talk up the school
- Advertise the school in neighborhood newsletters and publications
- Encourage families to rate the school on GreatSchools, Google, Yelp, etc. Provide templates and a schedule for regular posting.
- Provide local businesses with "I support XX school" stickers
- Have Principal host a monthly "got a rumor?" coffee to address and dispel rumors
- Focus on the traditions of your school
- Don't forget retention, provide a mentor family to each Kindergarten new family
- Have an active Dads club

Thank you for supporting your school community! **Please reach out to us with any questions or comments.**

Brehan King, bking@scottsdaleparentcouncil.org

Emmie Cardella, ecardella@scottsdaleparentcouncil.org

Co-Chairs of Outreach

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