

SFAC Communications and Community Engagement Process



Getting the Word Out

- SFAC regional community forums and school site community forums
- Web site special section, electronic newsletters, unique email, site web listing
- Automated phone survey of K-8 homes
- Letters and automated calls, fliers
- Principal and staff meetings, site-based communication
- Media advisory to all local/ethnic/community publications, stories in Sac Bee, Fox 40



Community Phone Survey

What we Heard

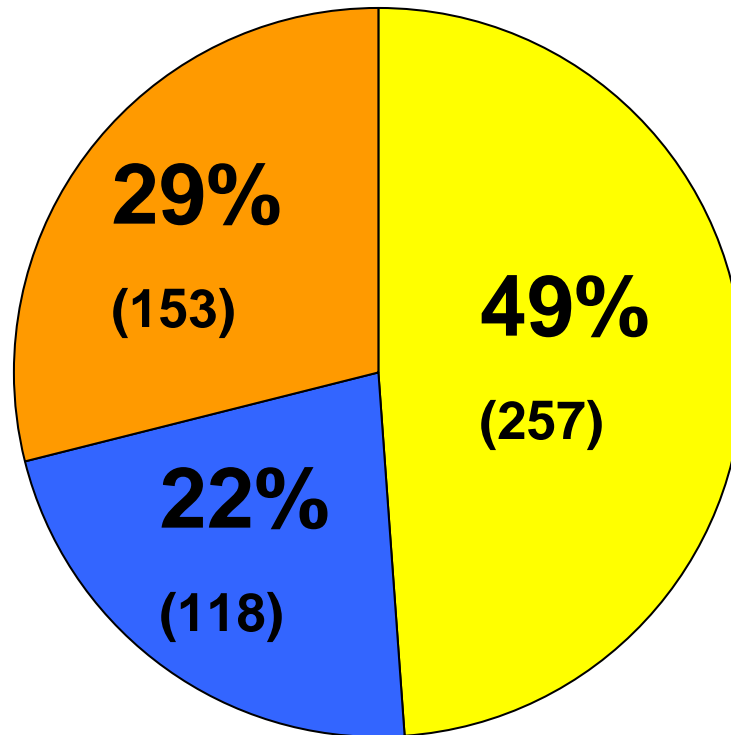
- Verify community input at forums
- Conducted January 25-26 with K-8 families, including current junior high and charters in all areas
- English, Spanish, Russian, and Hmong
- More than 3,000 participated



Survey Results

Rio Linda Neighborhood Network

How do you feel about the proposal to expand elementary schools to 8th grade instead of attending a junior high school?



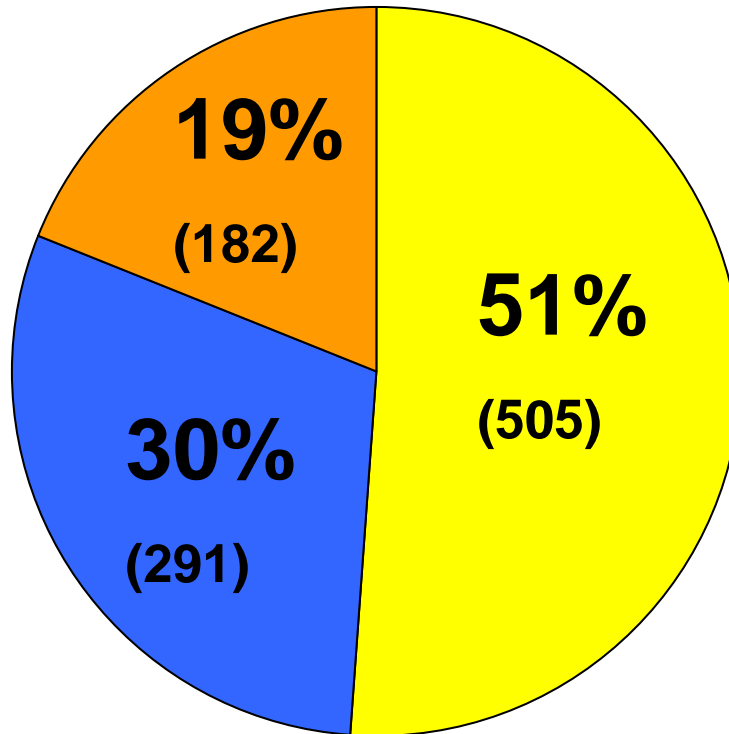
- *Like the idea and want to see it happen*
- *Not sure, want to learn more*
- *Don't like the idea and don't want to see it happen*

Sample includes all pre-k through 8th families except Regency and Norwood

Survey Results

Grant Neighborhood Network

How do you feel about the idea in general expand elementary schools to 8th grade instead of attending a junior high school?



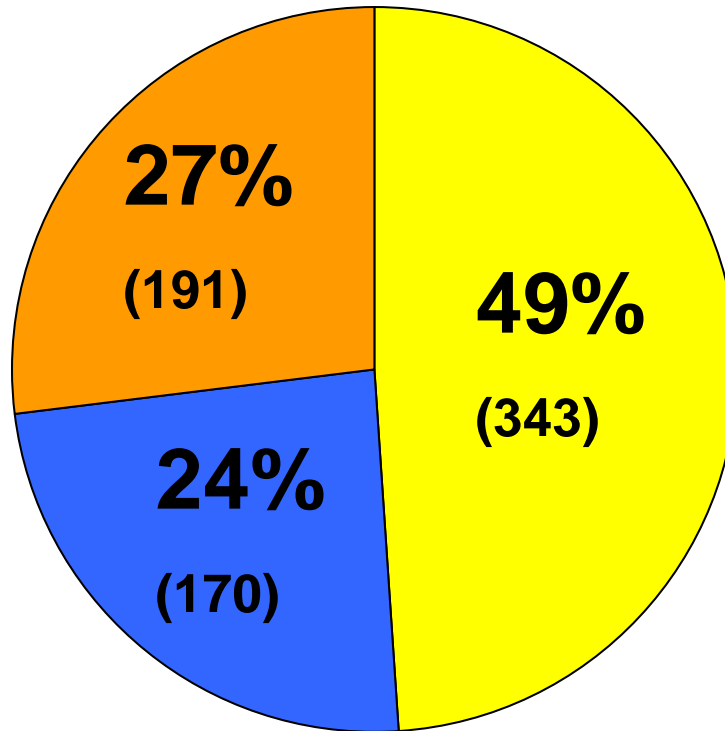
- *Like the idea and want to see it happen*
- *Not sure, want to learn more*
- *Don't like the idea and don't want to see it happen*




Sample includes all pre-k through 8th families except Rio Tierra and Strauch

Survey Results

Foothill Neighborhood Network

How do you feel about the idea in general expand elementary schools to 8th grade instead of attending a junior high school?



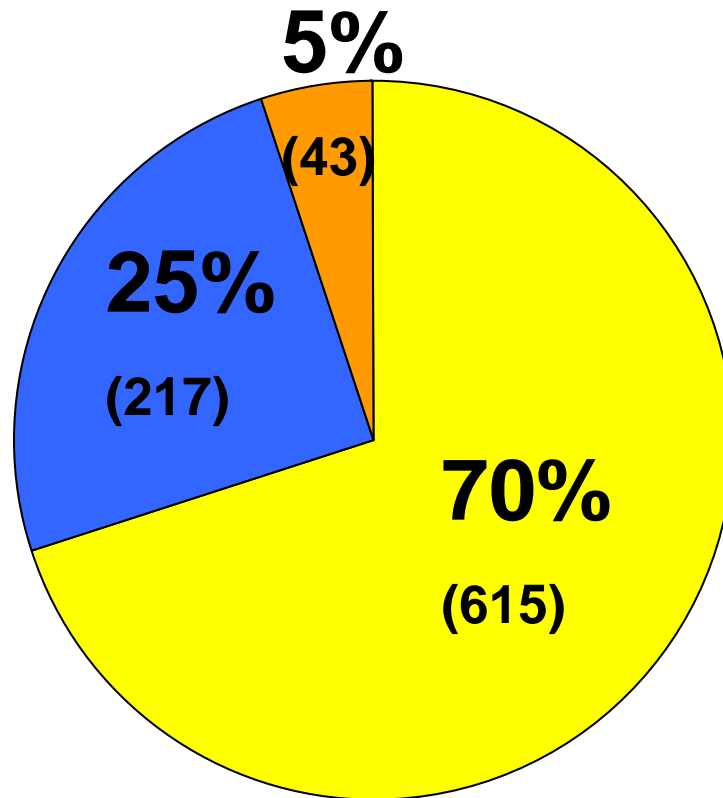
-  *Like the idea and want to see it happen*
-  *Not sure, want to learn more*
-  *Don't like the idea and don't want to see it happen*

Sample includes all pre-k through 8th families

Survey Results

Highlands Neighborhood Network

How do you feel about the idea in general expand elementary schools to 8th grade instead of attending a junior high school?



- Like the idea and want to see it happen
- Not sure, want to learn more
- Don't like the idea and don't want to see it happen

Sample includes all pre-k through 8th families

Discussion on Choice

- Current Enrollment trends and transfers
- Race to the Top Implications
- Why we can't "just close School A and force students to attend low-enrollment School B"
- Choice creates competition and makes all of us better

