

The goal for diversity outreach, and the basis for the 5-year diversity plan, is to increase the number of Latino/Hispanic students to better reflect the City of Santa Cruz demographics. In order, to increase the numbers for diversity, the need for expansion and preferences should be addressed for future growth.

This year's outreach included information on the PCS website. A phone line was dedicated to lottery information in both English and Spanish. Two separate mailings, in English/Spanish, were sent to a mailing list of 3,500. A Spanish television commercial aired on Telemundo following the January mailing. At our parent information meetings, several parents asked if we had planned for advertisements to run back to back with the Cabrillo College Campaign. This was not intentional, coincidental as a matter of fact, though it did increase the impact of the message that college preparation is important and PCS and Cabrillo can provide avenues. It seems that we were able to catch the attention of family members watching Spanish television at night to pique their curiosity to come to our information meetings. One parent I spoke with at the meeting stated "My mom was watching her Novela, and told me to check out the school for her grandkids." Studies have shown that the "Abuelas" (Grandmothers) in Latino communities are highly regarded by others in the family. They hold a source of knowledge and respect.

During my post-lottery follow-up with families on the waitlist and families that did not apply but did attend an information meeting, similar comments were expressed by all families (40 families that applied and 12 families that did not submit an application) that there was a need for change. The question was often asked "Why hold a lottery for enrollment that does not exist?" Families feel that PCS spends time and energy to get families to apply for a lottery with no chance of enrollment. The comment was stated by a family that had not applied for the lottery "Why get excited about a chance to enter a lottery with very little chance of enrollment." This reaction has resonated throughout the county with leaders and community members.

Part of my task is to educate the community about PCS. I was met with opposition early on when discussing the lottery. Our success is measured by the commitment we have in the community to create change from our standing as an "Elitist" school. The perception of PCS, within the community, is that we are keeping with our "Elitist" standing by not showing any progress for growth. The lottery brings much resentment from families that are placed on a waiting list. During a recent fieldtrip for my 4th grader, several parents expressed resentment for the preferences at the school. They felt families seek out other ways to bypass the lottery to gain entrance, primarily seeking board preference or employment. Due to the limited seats available, PCS continues to foster a perception of an "Elitist school." The 2008 lottery outcomes are reflective of the 2007 numbers. This year on lottery applications, we asked families if they qualified for the "Free Lunch Program". The guideline is based on Federal Guidelines in relation to family incomes of 130 to 185 percent of the poverty level. Of the 432 applications, 6 families responded that they would qualify for the "Free Lunch" program. It should be noted that this is voluntary information; families may be reluctant to provide this information when they are seeking slots in a lottery or might not be open to share their financial circumstances.

The report for ethnicity shows the numbers for last year were reported by grade. This year we have included information to show where applicants had previously attended school as well, the entire spread sheet was handed out at the March Board Meeting, the current spread sheets only reflect ethnicity and do not include families with preferences such as Board or Siblings, simply, non preference availabilities.

2008 Total number of applications received: 432 for all grades
11%-Latinos
73%-Caucasian
12%-Asian
3%-African American
1%-Other (Mixed)

ETHNICITY 2007	AFRICAN	LATINO	ASIAN	CAUCAUSIAN	MIXED	TOTAL # APPLICANTS
7 TH GRADE	7	39	**	**	1	235
8 TH GRADE	0	13	**	**	1	72
9 TH GRADE	1	10	**	**		109
10 TH GRADE	1	5	**	**	0	18
11 TH GRADE	0	6	**	**	0	16
12 TH GRADE	0	0	**	**	0	NO Applicants
TOTALS	9	73	00	00	2	450

ETHNICITY 2008	AFRICAN	LATINO	ASIAN	CAUCAUSIAN	MIXED	TOTAL # APPLICANTS
7 TH GRADE	7	17	34	167	2	227
8 TH GRADE	2	9	4	55	1	71
9 TH GRADE	2	17	8	65	1	93
10 TH GRADE	0	1	5	18		24
11 TH GRADE	0	3	1	7		11
12 TH GRADE				6		6
TOTALS	11	47	52	318	4	432

Conclusion: The intended outcomes of the outreach effort are to attract Latino families to a parent information meeting and to invite them to enter the lottery. Through networking and relationship building, outreach was facilitated by staff devoting time to distribute outreach materials and talking to clients directly. It appears that the second year's outreach efforts are similar to the first year.

PCS received national/ international exposure from the US World and News Report in December 2007, ranking PCS as the number two Public High School in the Nation and number one Charter School. Perhaps, this recognition caused local confusion within the public "why try to enter the lottery when there will be an onslaught of applicants?" Prior to the lottery's official announcement, 40 applications were submitted, several applicants from previous years reapplied.

We see a pattern of applicants wanting to apply for middle school who want to attend with friends who enter the lottery and we have High School students who want to attend because they have friends who attend PCS. It appears, our most successful recruiting comes from word of mouth and through relationships more so than advertising. The problem is that families applying either already know people at the school, and are therefore looking to join a community with whom they already enjoy relationships; or they don't and are fighting to get in emotionally as well as statistically.

From the feedback received, the mailings and word of mouth are excellent ways to get visibility. As we try to cultivate credibility and gain access into the Latino communities, PCS' community service ties help to nurture stronger relationships because there is a relationship of kids working with kids. This will help us change the perception of PCS being "Elitist."

Though it might appear that the process is slow one, community building and trust take time and familiarity within a community. We are making progress.